65

BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
JANUARY 15, 1936

Canada and Foreign
$4.00 the Year

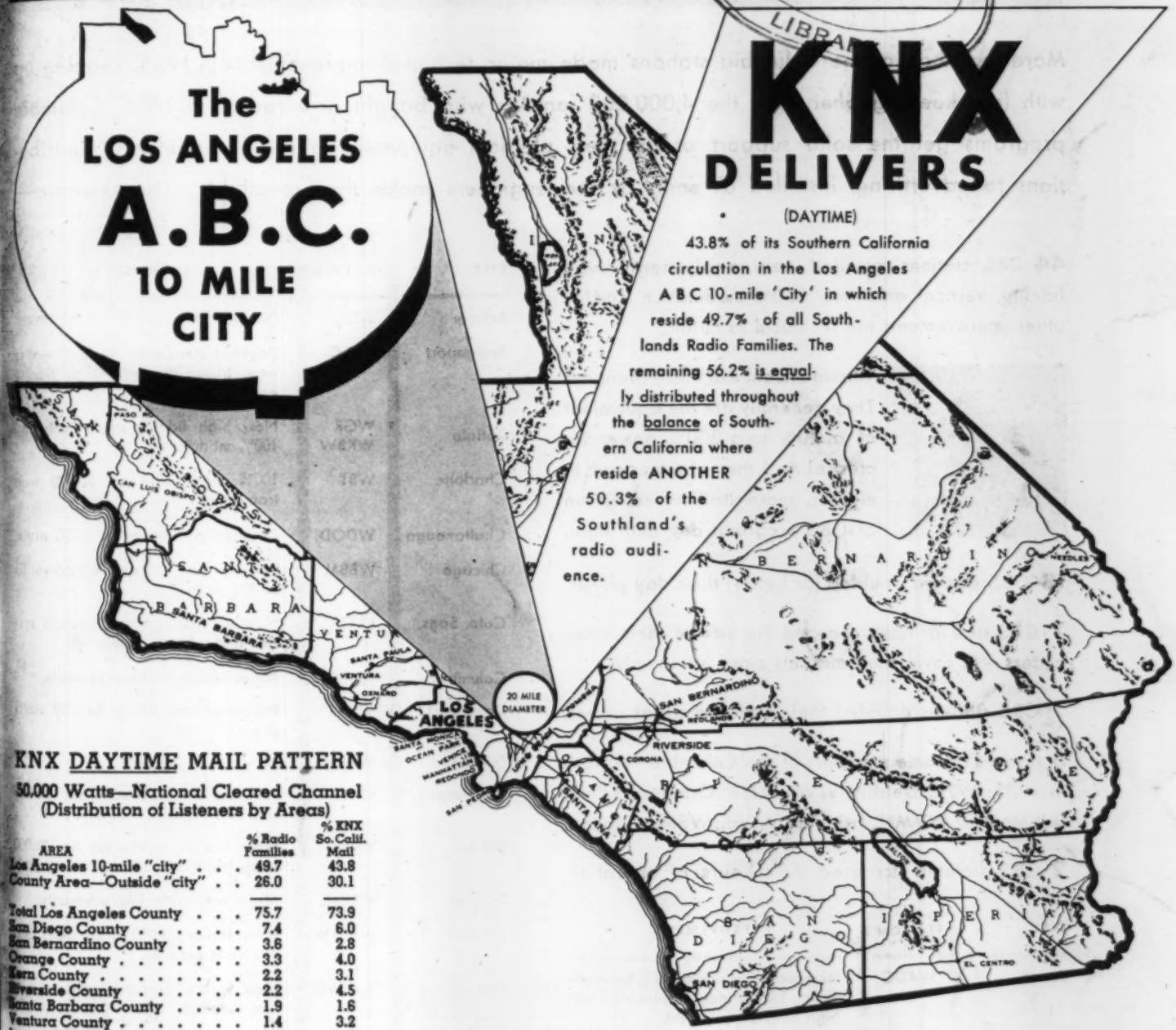
$3.00 the Year
15c the Copy

THE JOHN CRERAR
JAN 16 1936
LIBRARY

The
LOS ANGELES
A.B.C.
10 MILE
CITY

KNX
DELIVERS

• (DAYTIME)
43.8% of its Southern California circulation in the Los Angeles A B C 10-mile 'City' in which reside 49.7% of all Southlands Radio Families. The remaining 56.2% is equally distributed throughout the balance of Southern California where reside ANOTHER 50.3% of the Southland's radio audience.



KNX DAYTIME MAIL PATTERN

50,000 Watts—National Cleared Channel
(Distribution of Listeners by Areas)

AREA	% Radio Families	% KNX So. Calif. Mail
Los Angeles 10-mile "city"	49.7	43.8
County Area—Outside "city"	26.0	30.1
Total Los Angeles County	75.7	73.9
San Diego County	7.4	6.0
San Bernardino County	3.6	2.8
Orange County	3.3	4.0
Kern County	2.2	3.1
Riverside County	2.2	4.5
Santa Barbara County	1.9	1.6
Ventura County	1.4	3.2
Imperial County	1.3	.1
San Luis Obispo County	.8	.7
Inyo County	.2	.1
Total Southern California	100%	100%

KNX THE VOICE OF HOLLYWOOD • Natl. Repr. JOHN BLAIR & CO.

XUM

(NOT TOO)

TECHNICAL PAGE for AM

More than half of the Columbia stations made *major* technical improvements in 1935, keeping up with (no, keeping *ahead* of) the 4,000,000 families who bought new radios in 1935. Columbia programs get the solid support of the best physical equipment in radio: engineers' contributions to advertising, installed as soon as the engineers make them available. For example—

44 CBS stations installed **new equipment**—high fidelity, vertical antennas, 100% modulation and/or other improvements too technical to detail.

The significance of these changes? They generally are the equivalent of a 20% to a 200% power increase! And they always result in clearer, more brilliant reception of CBS programs day and night.

18 CBS stations doubled (or better) their **day** power.

7 CBS stations have changed the **site** of their transmitters—to cover their markets more intensively.

5 CBS stations doubled their **day and night** power.

5 stations became members of the Columbia Network in 1935: WJR, Detroit; WWL, New Orleans; KRNT, Des Moines; WMMN, Fairmont, W. Va.; WSMK, Dayton.

2 CBS stations increased their **hours** of operation.

CITY	STATION	IMPROVEMENT
Akron	WADC	Increased day power to 2,500 watts (from 1,000); new transmitter and high fidelity equipment.
Albany	WOKO	New transmitter and vertical radiator antenna; a new transmitter site.
Bangor	WLBZ	Doubled day power to 1,000 watts.
Bridgeport	WICC	Doubled day power to 1,000 watts; new transmitter with high fidelity equipment.
Buffalo	WGR WKBW	New high fidelity equipment and 100% modulation.
Charlotte	WBT	100% modulation on 50,000 watt transmitter.
Chattanooga	WDOD	Doubled day power to 5,000 watts.
Chicago	WBBM	Doubled day and evening power to 50,000 watts.
Colo. Spgs.	KVOR	New vertical radiator antenna system and new transmitter site.
Columbus	WBNS	Major transmitter improvements.
Davenport	WOC	Increased day power to 250 watts (from 100 watts).
Dayton	WSMK	New station, 200 watts.
Des Moines	KRNT	New station: 1,000 watts day power and 500 watts night power.
Detroit	WJR	New station, operating on 50,000 watts (replaced CKLW, 5,000 watts).
Durham	WDNC	Major transmitter improvements.
Fairmont	WMMN	New station: 1,000 watts day, and 500 watts evening.
Fort Wayne	WOWO	New vertical radiator antenna system installed.
Fresno	KMJ	Doubled day power to 1,000 watts; major transmitter improvements and 100% modulation.

XUM

AVERTISERS

CITY	STATION	IMPROVEMENT
Greensboro	WBIG	Major transmitter improvements.
Hartford	WDRC	Doubled day power to 5,000 watts. New vertical radiator antenna system.
Houston	KTRH	Doubled day power to 5,000 watts; change in frequency from 1330 to 1290 kilocycles. New transmitter and vertical radiator antenna system.
Indianapolis	WFBM	New transmitter, vertical radiator antenna system, a new transmitter site, and high fidelity equipment.
Jacksonville	WMBR	Increased day power to 250 watts (from 100); new vertical radiator antenna system.
Kansas City	KMBC	Doubled day power to 5,000 watts; new transmitter with high fidelity equipment.
Los Angeles	KHJ	Doubled day power to 5,000 watts; new transmitter.
Manchester	WFEA	Doubled day power—to 1,000 watts.
Memphis	WREC	Doubled evening power to 1,000 watts; increased day power from 1,000 to 2,500 watts; new vertical radiator antenna system, and new transmitter site.
Miami	WQAM	New vertical radiator antenna system and high fidelity equipment.
Mobile	WALA	Major transmitter improvements.
New Orleans	WWL	New station, 10,000 watts (replaced WDSU, 1,000 watts).
Omaha-Lincoln	KFAB	Doubled day and evening power to 10,000 watts; new transmitter.
Peoria	WMBD	Increased schedule to full-time hours of operation.
Pittsburgh	WJAS	New transmitter, a new vertical radiator antenna system, and new transmitter site.
Portland	KOIN	Doubled day power to 5,000 watts; new transmitter.
Richmond	WMBG	Increased day power to 250 watts (from 100); new transmitter.
Roanoke	WDBJ	Major transmitter improvements.
Rochester	WHEC	Major transmitter improvements.
Sacramento	KFBK	Increased power to 5,000 watts (from 100); change in frequency from 1310 to 1490 kilocycles; new transmitter and high fidelity equipment.
San Francisco	KFRC	Doubled day power to 5,000 watts; new transmitter.
Savannah	WTOC	New transmitter and vertical radiator antenna system.
Seattle	KOL	Major transmitter improvements, 100% modulation.
Shreveport	KWKH	Major transmitter improvements.
Sioux City	KSCJ	Increased schedule to full-time hours of operation; major transmitter improvements.
Spokane	KFPY	Changed frequency from 1340 to 890 kilocycles.
Stockton	KWG	New transmitter, 100% modulation and new antenna system (new antenna in operation Feb. 1, 1936).
Syracuse	WFBL	New high fidelity equipment.
Tampa	WDAE	New vertical radiator antenna system.
Toledo	WSPD	Increased day power to 2,500 watts (from 1,000), new transmitter and site, high fidelity equipment.
Topeka	WIBW	Doubled day power to 5,000 watts; new transmitter, new vertical radiator antenna system.
Tulsa	KTUL	Doubled evening power to 500 watts; doubled day power to 1,000 watts.
Wichita	KFH	New transmitter, new vertical radiator antenna system.
Yankton	WNAX	Doubled day power to 5,000 watts; new vertical radiator antenna system; new transmitter and transmitter site.
Youngstown	WKBN	Major transmitter improvements, high fidelity equipment.

THE COLUMBIA BROADCASTING SYSTEM

XUM

Perhaps NOT THE LARGEST . . .
But ONE OF THE BEST!

We can't honestly say that Buffalo is the largest market in the country. But we can truthfully claim that it is one of the best and has been consistently so for many years.

The Buffalo Market, you know, embraces the entire Niagara Frontier—from the shores of Lake Ontario to within a few miles of Erie, Pennsylvania. 1,312,551 people live here. Their standards of living are high—and the majority of them have been singularly fortunate in working steadily throughout the difficult years of depression. Right now things look even brighter and employment in the Buffalo Area is decidedly on the uptrend.

That's due in no small measure to the broad diversification of industries in this part of the country. Everything from steel to cellophane —from furniture to baby carriages — and from abrasives to house dresses is made in or near Buffalo.

Yes, industry is distinctly diversified — but the overwhelming majority of radio listeners in this same territory concentrate their attention on two stations—WGR and WKBW, both owned and operated by the Buffalo Broadcasting Corporation. Extensive surveys have conclusively proved that the majority of listeners in the Buffalo Area invariably dial to these two stations which divide Columbia and Buffalo Broadcasting Productions between them.

That's why a steadily increasing number of advertisers spend their radio appropriation with us. They know they're sure of reaching a consistently larger audience over Buffalo Broadcasting Stations. We've a hunch you'll find it very profitable to follow their example—and we've more than a hunch that you'll find the Buffalo Area a major market.

OWNED AND OPERATED BY THE BUFFALO BROADCASTING COMPANY, RAND BUILDING, BUFFALO, NEW YORK. REPRESENTED BY FREE & SLEININGER, INC.

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

60 70 80 90 100 110 120 130

WHAS

THE MAGIC CARPET OF PROGRAMS is selling Chevrolets

● **Time: 9:45 p. m.**
Place: An average home in Owensboro, Kentucky. (More than 100 miles south of Louisville)

Alice lays aside The Louisville Times and looks at her wrist watch. The boy friend soon will be along. She turns the radio dial to Station WHAS, Louisville. "Musical Moments," sponsored by Chevrolet, is coming on. Beautiful melody floods the room.

"Sweet program!" says her brother.
"Just as sweet as a Chevvy runs," she replies.
"It stands up five times a week without tiring me," her father remarks.
"And it has a bit of everything good that everybody likes," her mother observes.
"Then, why don't we trade in our old car on a Chevrolet?" Alice asks the assembly.
"I'll take a ride in one tomorrow," her father declares.

***REMEMBER:** 50,000 Watts will give your product blanket coverage and higher peak sales, too, in the rich Ohio Valley.

***RADIO EQUIPPED HOMES:**

(1) Primary and Secondary Daytime Coverage, 3,461,100.
(2) Primary and Secondary Night Time Coverage, 4,339,280.

Our survey, showing how WHAS 50,000 Watts give you coverage plus, will be mailed to you upon request, or provided by our representative.

EDWARD PETRY & CO.
New York City

WHAS is CBS Basic Outlet
Louisville, Ky.

RIDE THE MAGIC CARPET
WHAS
TO THE FIRESIDES OF MILLIONS

★ MILLIONS MORE OHIO VALLEY CONSUMERS

TUNE-IN DAILY ON WHAS FOR THESE FEATURES

1. **Kroger Grocery & Baking Co. "Hot Dates In History" and "House of 1,000 Eyes."**
2. **Sterling Products and "Monticello Party Line," "How to Be Charming," "Dick Tracy."**
3. **Ex-Lax and "Strange As It Seems."**
4. **Kleenex and "The Story of Mary Marlin."**
5. **Wasey Products' "Voice of Experience."**
6. **Lux Soap and "Lux Radio Theater."**
7. **A. & P. Coffee and Kate Smith.**
8. **Campbell Soup and "Hollywood Hotel," featuring Dick Powell, Louella Parsons, Raymony Paige, etc.**
9. **Philco Radio and Boake Carter.**
10. **Remington-Rand, Time Magazine and their "March of Time."**

★ ★ ★ ★ ★ ★

"Cable F J & F for this spot!"

WE LAY NO claim to being miracle men but we *do* often succeed in securing unusually good and effective spots for our customers, on the stations we represent.

This is more than a matter of our friendly relationships with the stations. It is also a matter of complete familiarity with the *territories* themselves. For example, we know that 7 A. M. may be a swell time on one station — and a dud on another. Or that 8:59 P. M. on Station ABC follows directly after the most popular program of the week.

That's another reason it will pay you to consult F J & F before crystallizing your plans. We want your business on the basis of services rendered — not of favors received.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC . . . . . Charleston	WDRC . (CBS) . . . . Hartford	WPTF . (NBC) . . . . . Raleigh
WIS . . (NBC) . . . . Columbia	WKZO . (MRN-NBC) . Kalamazoo	KTSA . (CBS-SBS) . . San Antonio
WAIU . . . . . Columbus	WNOX . (CBS) . . . . Knoxville	WDAE . (CBS) . . . . . Tampa
WOC . . (CBS) . . . Davenport	KOMA . (CBS-SBS) . Oklahoma City	KTUL . (CBS) . . . . . Tulsa
WDAY . (NBC) . . . . . Fargo	WMBD . (CBS) . . . . . Peoria	KALE . . . . . Portland
KTAT . (SBS) . . . . Fort Worth		and
		Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 2 WASHINGTON, D. C., JANUARY 15, 1936 $3.00 A YEAR — 15c A COPY

ASCAP Cracks Down on Broadcasters

By SOL TAISHOFF

Forces Acceptance of 5-Year "Discriminatory" Contracts By Canceling Temporary Rights; NAB Meeting Possible

ASCAP has cracked down on some 450 legally defenseless independent broadcasters in a way that indicates their present music copyright agonies will continue another five years but with greatly increased costs.

Exercising the two-day cancellation clause in present "temporary, indefinite" contracts granted as of Jan. 1, ASCAP has notified all stations not signed that they must accept its Warner-less catalog as of Jan. 15 at old rates, or else suffer infringement penalties. In a word, to use the ASCAP catalog depleted by between 25 and 40% because of the secession of Warner houses, independent stations still must pay what they did before. The 1935 toll to ASCAP was about $3,000,000.

As BROADCASTING went to press Jan. 13 the situation was chaotic. James W. Baldwin, NAB managing director, had made an eleventh hour plea to the ASCAP board for a temporary stay of the decision. This request, however, was denied late the same evening by E. C. Mills, ASCAP general manager.

All Over Again

Apparently reconciled to the worst, there was under consideration calling of an emergency membership meeting of the NAB. No decision on this had been reached Jan. 13. At least 30 days notice must be given under NAB by-laws, which would mean that such a meeting could not be held until Feb. 15, at the earliest.

The ASCAP ultimatum came like a bolt out of the blue. Telegrams were sent to some 450 stations on Dec. 10 and 11. The telegram read:

"On Dec. 30, 1935 The ASCAP offered to extend your present license agreement upon the same terms and conditions for five additional years from Jan. 1, 1936, except that the rights granted by the Society to you shall be limited to compositions of the membership as constituted on Jan. 1, 1936. To this wire the Society has received no answer and unless we hear from you by Jan. 15 that you accept such offer the Society will deem you to be an infringer in respect of the performances and broadcasting of any of its works and you shall be held to strict accountability on account of all performances of its works beginning Jan. 1, 1936."

The following day Mr. Baldwin, in New York with his "advisory committee", advised stations of his last-minute efforts to obtain a stay. He suggested they prepare to accept the ASCAP extension by wire on Jan. 15 if not otherwise notified, but not before that date. He wired:

"Am advised ASCAP last night wired all station that unless they communicate acceptance of five year offer by Jan. 15 they will be deemed infringers. This in effect appears to be cancellation of temporary arrangement based on Buck's letter of Dec. 30. Consequently, if you need ASCAP music suggest you wire acceptance to ASCAP on Jan. 15 but not before in order that give me benefit of such last-minute desperate efforts as I can make."

Aid of the nationwide networks in procuring a stay was solicited by Mr. Baldwin. The networks already have extensions from ASCAP. No inkling of the cancellation of the extensions had been given Mr. Baldwin or his committee before the wire went out by ASCAP, despite the fact that they were on the scene in New York.

Meanwhile, nearly 200 stations had signed Warner contracts, but the networks went without it. Feeling was bitter on all sides. There was talk of suits in every quarter—the networks against Warner; Warner against the networks for alleged infringements, and ASCAP against Warner.

Mr. Baldwin based his plea for a stay upon a plan he is submitting to the industry for an eventual per piece or measured service method of payment. The Warner contracts provide that at the end of the three month temporary period, which runs until April 1, a per piece payment plan shall become effective. Some believe if ASCAP would accept per piece, Warner would return to the ASCAP fold. That, however, does not seem likely, since there appears to be no way legal or otherwise, of preventing ASCAP from invoking extensions of present contracts upon its own terms.

Five-Year Extensions

THE ASCAP telegram, it was learned, was sent after an ASCAP board meeting on Jan. 10 at which it was revealed only 180 stations had five-year extensions of its contracts, including the network-owned and operated stations. A half-dozen large ASCAP publishers, who only last month had signed five-year contracts with ASCAP, protested that they had signed under assumption that practically all stations had five year extensions. They threatened to abrogate their ASCAP tie-up, it was reported, unless assurances in the form of duly executed station contracts were at hand. The telegram cancelling the temporary extensions, and putting unsigned stations in a desperate position, was sent. Since a stay was denied, it means that stations must accept the five-year extensions, without recourse, or face infringement suits at $250 per ASCAP number performed since Jan. 1, and then do without ASCAP music afterward. It means utter ruin for stations failing to accept the ASCAP arbitrary action.

The tentative program on per piece was sent by Mr. Baldwin to all stations Jan. 13. It was agreed to by his advisory committee comprising Messrs. Edward Allen, WLVA, Lynchburg; Louis G. Caldwell, Washington attorney; H. K. Carpenter, WHK, Cleveland; John W. Clark, WLW, Cincinnati; Ed Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee, and Philip G. Loucks, Washington attorney and former NAB managing director.

In brief, the plan called for elimination of all discriminatory contracts for use of music from whatever copyright owner or pool, and the setting up of a per piece method whereby stations would pay "per use" on compositions on a non-discriminatory equal basis. It advocated prompt negotiations with

(Continued on page 45)

Network-Warner Letters

PUBLISHED herewith are the texts of letters exchanged by NBC and CBS with the Warner music publishing houses, covering non-performance of Warner music on the networks. Both the NBC and CBS letters were dated Dec. 31. The reply of Herman Starr, Warner music executive, to NBC was dated Jan. 3 and his reply to CBS dated Jan. 6.

THE CBS letter to the Warner houses:

You have, despite the fact that we renewed our contract with the American Society of Composers, Authors & Publishers on June 4, 1935, purported to withdraw from such Society as of Dec. 31, 1935, and you have notified us that you intend to sue us for copyright infringement in the event that we broadcast the musical compositions published by you or copyrighted in your name.

The contracts executed by us with the American Society of Composers, Authors & Publishers were made at a time at which you were a member of such Society, and you are, in legal effect, a party to such agreements. Furthermore, we are advised that all of the authors and composers who wrote the compositions which you purport to restrict have continued their membership in the American Society of Composers, Authors & Publishers. The Society claims to have the right to license us to perform the works published or copyright by you, both because of your aforesaid membership in the Society at the time that our contracts were made, because of the continued membership in the Society of the authors and composers of the musical compositions published by you, and for numerous other reasons.

By reason of the tremendous penalties which might accrue in the event that we exercise what appear to us to be our full legal rights, and if it should be adjudicated that we should not have the right to perform all or some of such compositions, we are compelled, for a time at least, to eliminate the compositions published and copyrighted by you from our broadcasts. You have refused to adjudicate the questions in dispute between the Society and yourselves in an orderly manner, and have refused to make available to us either a list of the compositions which you have purported to withdraw from the Society's repertory, or the contracts with the various composers and authors which bear upon the right of the creators of these compositions to license the performing rights thereof through the Society. In effect, you have informed us that we must determine which compositions you control at our peril. The notice given to us by you that "on and after Jan. 1, 1936, no performance for profit of a musical compo-

(Continued on page 48)

Network Receipts During Past Year Nearly 50 Millions

Exceptional December Income Brings Total to High Level

NBC's several networks and CBS together accounted for a total revenue of $48,786,735 from time sales during 1935, a new record, according to figures made available by the networks. This compares with $42,659,461 in 1934; $31,516,298 in 1933; $39,106,776 in 1932; $35,791,199 in 1931; $26,815,746 in 1930; $18,729,571 in 1929; $10,252,497 in 1928, and $3,760,010 in 1927 when NBC alone reported.

To the record major network income for 1935, when final figures for the whole industry are compiled there will be added a substantial amount representing time sales of the Mutual Broadcasting System which began to make monthly returns only six months ago. These returns averaged around $165,000 for the months of October, November and December, and ran between $58,000 and $75,000 for the months of July, August and September.

Big Increase Over 1934

THE record NBC-CBS incomes would also seem to bear out preliminary estimates of Dr. Herman S. Hettinger, University of Pennsylvania economist who compiles monthly income figures for the entire industry, that the 1935 gross for the broadcasting industry as a whole will run around $87,000,000, or 20% ahead of 1934 revenues of $72,887,169. The final figures for the entire industry will be printed in the 1935 Yearbook to be published by BROADCASTING early in February.

NBC's combined networks grossed $31,148,931 in 1935, which was 11.9% ahead of their 1934 income of $27,833,616. The CBS network grossed $17,637,804 during 1935, which was 19% ahead of its $14,825,845 gross for 1934.

Red Achieves Record

THE NBC-WEAF (Red) Network during 1935 achieved a new all-time high for network revenue when it grossed $18,722,715. This was more than $2,300,000 ahead of its 1934 record, and exceeded the CBS gross by slightly over $1,000,000.

NBC-WJZ (Blue) Network reached a total of $11,659,499, also a record for that network. The NBC-Pacific Coast network, which on Jan. 1 became part of the basic Red, paralleling a second lineup of stations which became part of the basic Blue, showed a gross income of $766,717 for 1935.

Both network organizations enjoyed exceptionally good Decembers, NBC grossing $2,893,793, an increase of 4.2% over the same month of 1934 and a gain of 9% over November, 1935. CBS during December had a total revenue of $1,885,977, which was 12.7% ahead of December, 1934, and which was exceeded as a monthly record only by the CBS record attained last October.

November gains had not kept pace with the other months of 1935 but this trend was more than offset by the excellent December showings. Largest gains during the year were made in August and September.

Photo by Washington Star

RADIO CHIEFS—Here are Lenox R. Lohr, newly-elected president of NBC and David Sarnoff, RCA president and chairman of the board of NBC, photographed while in Washington Jan. 4. The three members of the Broadcast Division of the NBC met Major Lohr at luncheon that day, and afterward the two distinguished radio executives were guests at an informal party arranged by F. M. Russell, NBC Washington vice president, attended by a group of Washington newspapermen and radio editors and by the radio legal fraternity.

Ice Program Shifted

NATIONAL ICE MANUFACTURERS Inc., Cleveland (ice dealers), has switched its network schedule, originally slated on an NBC-WEAF network, to the 10-10:30 p. m. period on CBS vacated by the reduction in the Fred Waring CBS program to a half-hour. The program, *Parties at Pickfair*, will star Mary Pickford and will originate in Chicago. The basic CBS network plus a score of supplementary stations will be used. Donahue & Coe Inc. is the agency.

March of Time Weekly

TIME Inc. and Remington-Rand Inc. continue joint sponsorship of *The March of Time* on CBS, the series reverting to a weekly half-hour program, Thursdays, 8:30-9 p. m., after having been broadcast five times weekly since early autumn. Sponsorship will be by alternate weeks, with Remington-Rand sharing sponsorship for at least two months. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Networks' Gross Monthly Time Sales

NBC-WEAF (Red)

	1935	% Gain Over 1934	1934	1933	1932
January	$1,729,137	32.0	$1,309,662	$1,031,373	$1,421,034
February	1,620,977	33.3	1,215,998	908,531	1,379,120
March	1,802,741	31.1	1,374,910	1,028,935	1,484,906
April	1,656,283	22.2	1,355,587	809,508	1,297,903
May	1,614,969	12.0	1,441,900	816,665	1,150,152
June	1,464,124	15.1	1,272,480	824,155	979,262
July	1,360,833	12.3	1,212,163	759,155	933,295
August	1,214,307	4.5	1,161,581	869,054	911,950
September	1,234,766	1.4	1,218,219	884,699	904,071
October	1,727,229	6.5	1,621,119	1,223,692	1,064,059
November	1,571,658	.1	1,569,532	1,210,557	1,078,901
December	1,725,691	34.1	1,666,898	1,329,343	1,147,575
Total	$18,722,715	14.0	$16,420,049	$11,695,667	$13,752,228

CBS

January	$1,768,949	25.8	$1,405,948	$941,465	$1,348,842
February	1,654,461	19.2	1,387,823	884,977	1,319,414
March	1,829,553	20.0	1,524,904	1,016,102	1,436,050
April	1,615,389	17.8	1,371,601	775,487	1,354,592
May	1,287,455	2.5	1,255,887	624,256	1,326,994
June	1,066,729	15.2	925,939	553,056	915,830
July	910,470	44.5	630,290	445,414	591,183
August	879,019	71.2	513,315	499,638	540,342
September	1,086,900	55.2	700,491	547,203	685,156
October	1,930,512	10.2	1,752,601	1,125,793	972,358
November	1,722,390	2.3	1,682,959	1,277,459	1,105,895
December	1,885,977	12.7	1,674,087	1,372,716	1,005,229
Total	$17,637,804	19.0	$14,825,845	$10,063,566	$12,601,885

NBC-WJZ (Blue)

January	$1,093,749	10.6	$988,503	$752,052	$1,068,868
February	1,072,136	18.7	902,866	744,209	1,054,490
March	1,156,032	12.4	1,028,552	859,572	1,228,844
April	975,970	5.6	924,623	783,898	1,227,530
May	1,007,931	8.7	926,880	761,231	1,041,195
June	863,511	5.1	821,607	609,830	1,002,039
July	795,525	38.0	576,429	539,662	810,948
August	756,797	55.0	488,202	459,413	756,873
September	873,890	51.5	577,033	582,837	813,377
October	973,789	—7.3	1,050,856	793,199	900,772
November	1,003,739	—2.4	1,028,742	862,949	779,204
December	1,086,430	4.9	1,036,095	895,637	760,250
Total	$11,659,499	11.2	$10,350,388	$8,644,489	$11,444,390

Chevrolet Disc Renewal Creates New Spot Record

CHEVROLET MOTOR Co., by its fourth 13-week renewal of its transcription series over nearly 400 stations, becomes the biggest spot advertiser in history for a single series. The fourth renewal begins Jan. 20 and will round out a full year of spot broadcasting, past programs having been placed three times weekly. The 15-minute transcriptions, titled *Musical Moments*, are transcribed by World Broadcasting System, and placed through the Campbell-Ewald Co., Detroit.

As against 346 stations used for the current schedule, the fourth renewal will cover 389 stations, which represents at least one outlet in every city in the country of any size. In many cities more than one outlet is used. Altogether, it is estimated roughly, that upwards of $1,500,000 in station time and production costs is involved in the one-year campaign. In 99 of the 389 cities, the programs will be placed five times weekly instead of only three times.

Gulf Refining Sponsors Texas Centennial Radio

GULF REFINING Co. will sponsor the radio and public address system of the Texas Centennial Exposition, which opens June 6 in Dallas, according to O. H. Carlisle, southwestern manager for Gulf. Sponsorship and cost of studios and p. a. installation will be about $120,000.

A central radio building is planned, as well as portable transmitter, 20 speakers on a half-dozen p. a. systems, and a p. a. truck. The radio building will house the master control room and two complete studios with individual control rooms for each. Studios will be glass enclosed, and acoustics will be based on the live-and-dead-end principle. All sustaining programs will be available to networks and individual stations. Clyde Vandenberg, who directed radio and p. a. activities at the San Diego exposition, will be in charge of the system.

Pepsodent Change

PEPSODENT Co., Chicago (toothpaste, mouth wash) transferred the Friday *Al Pearce and His Gang* program from the late afternoon spot, on an NBC-WEAF network to the 9-9:30 p. m. period. The Monday program will remain as before, being broadcast at 5-5:30 p. m. The Wednesday broadcast has been discontinued. The Friday night program will use the basic NBC-WEAF network plus the Pacific Coast Red network. This contract is for 39 weeks. Lord & Thomas, New York, is the agency.

RADIO dealers and distributors report a 27.5% increase in sale of receiving sets in North Carolina last year.

MUTUAL

	1935
July	$58,447
August	66,366
September	75,842
October	168,795
November	163,697
December	164,674
Total	$697,821

Mechanical Survey Brings Surprises

Boston Tests, Using New Device, Prove Interesting As Listening Habits of 500 Homes Are Studied

MAJOR BOWES and Jack Benny first—each having a listening audience of approximately 50% more than any other programs on the air!

Next in order in popularity—Fred Allen, Rudy Vallee and the Bakers' Broadcast, with "Believe It or Not Ripley".

Dick Tracy with the leading day-time audience, and Jack Armstrong the runner up!

The average family listens consistently to 3½ to 3¾ hours per day!

Sunday evening is the greatest listening night—about 20% ahead of Wednesday and Thursday, which are practically tied for second!

And, amazingly enough Saturday ranks next, with only 5% less than the listening audience on Wednesday and Thursdays!

THESE are some of the surprising results procured in the unique mechanical survey method devised by Prof. Robert F. Elder, of Massachusetts Institute of Technology, at the half-way mark in his test survey of the Boston radio market. The results were taken from the record tape on instruments covering a sample of 500 Boston homes in every economic category over a five-week period. John Shepard 3d, president of Yankee Network, is financing the experiment which may become the long-coveted "fool-proof" method of measuring audience reactions.

The 10-week survey began Nov. 3, when 100 of the instruments were placed in 100 selected homes by Prof. Elder and his associate, Prof. L. F. Woodruff of MIT, who perfected the clock-like instrument. Each week the recorders were transferred to another selected group of 100 homes. The metering instruments show days, hours and minutes of listening. Since an accurate record of the homes with the instruments is kept, the economic position of each is known. Thus, a cross-section of practically every type of listener data is procured. [See Dec. 1 issue for article by Prof. Elder.]

It's All Automatic

WHEN the 10-week survey is concluded, the listening habits of 1,000 families will have been studied. This, it is held, is fully as large as that used in any radio survey ever made in the Boston area. Moreover, the surveyors do not have the human element to contend with and a far greater accuracy is indicated, since the process is entirely automatic.

But now for the results of the survey at the half-way mark. The metering instruments were calibrated to show positions of eight so-called "key" stations in the Boston area, all other positions denoting outside stations. Listening periods were broken down to show the morning hours from 6:30 a. m. to 1 p. m.; 1 p. m. to 6 p. m., and 6 p. m. to 1 a. m. There were classifications for every day in the week and totals for the week and for the particular stations, which, of course, indicated the particular programs and the opposite competitive features.

According to the analysis for the first five-week period, made available through the courtesy of Mr. Shepard, the programs standing out in the Boston area are those of Major Bowes' amateur hour and Jack Benny, both Sunday night features. The Chase & Sanborn show had a slight lead over the Jello-sponsored Benny feature, at the half-way mark. But the more important finding was that both these programs have a listening audience of about 50% more than any other programs on the air.

The ratings of the Fred Allen, Vallee and Bakers' Broadcast shows were about the same, running next in line. All were considered by Mr. Shepard as tied for third place.

Falling about 20% below the three above programs in listening audience was the Maxwell House Show Boat. A large number of programs having approximately the same percentage of audience followed Maxwell House.

Getting into the results of the survey during the entire evening period for the five weeks of scrutiny, it was revealed that the CBS station had a slight margin of lead over each of the NBC outlets between the hours of 6 p. m. and 1 a. m. This, according to Mr. Shepard, was so despite the fact that the six leading shows were NBC rather than CBS.

The leading day-time audience (except Sunday) was won by Dick Tracy at 5:45 p. m., with the second largest following credited to Jack Armstrong at 5:30 p. m. In third position was the Vivatown Band, with Carl Moore at 5:15, and in fourth place the Yankee Network News Service at 1:30. These results proved the immense children's audience between 5 and 6 p. m., which also proves, in Boston at any rate, to be the peak hour of day-time listening.

Singularly both the Dick Tracy and Jack Armstrong programs are transcription programs in the Boston area. The third and fourth programs—Vivatown Band and the news service — likewise are spot placements, with live talent.

Saturday Listening

SATURDAY listening reports were bolstered, obviously, by the afternoon football games. Usually the one big game is carried by two different stations and as a consequence even the robot audience surveyor cannot give a precise rating, for the listeners are split among the stations broadcasting the games.

One of the interesting results of the survey was the showing made by the three big script acts on the three leading network stations running competitively between 7 and 7:15 p. m. Here is how they figured: (1) Myrt and Marge; (2) Amos 'n' Andy, about 10% less than the Wrigley feature, (3) Easy Aces, approximately one-half of the leading feature.

A comparison was made of the two leading network news commentators. Boake Carter, on at 7:45 p. m. ran about 20% ahead of Lowell Thomas, who broadcasts at 6:45 p. m.

Taking cumulative totals on listening, it was found: While there are variations in the hours of listening, the programs listened to, and to some extent, the days of listening, every week of the five were surveyed—with 100 sets in operation each week—shows that the owners of these sets listened to between 10,000 and 10,200 quarter-hours of broadcasting. In other words, the number of hours of listening for 100 families is practically the same week after week.

This, according to Mr. Shepard, seems to indicate that a sample of 100 receiver-meters per week, as far as total figures are concerned, is reliable. The results from 100 sets, however, he asserted, will not prove conclusive when broken down into smaller units of time but should, at the end of the survey when 1,000 families' listening habits will have been studied.

Best Listening Days

THE BEST listening days showed up conclusively in the mechanical survey. It has been generally recognized that Sunday is the best listening day, but there has never been any accurate information as to how far it exceeds other peak days. In Boston the answer is that Sunday is 20% ahead of Wednesday and Thursday, which appear to be tied for second. The showing made by Saturday was a revelation, since it long had been considered the poorest day. Actually, it showed only about 5% less than Wednesdays and Thursdays. Coming next in listener rating is Monday, slightly behind Saturdays, and Tuesdays, with 7½% below Monday. By a slight margin, Friday brings up the rear in Boston.

In the afternoons, Sunday afternoon ranks first, with Saturdays second, Thursdays third, Tuesdays fourth, Mondays fifth, Wednesdays sixth, and Fridays last. In the morning the ratings are much the same as afternoon, except on Sundays, which becomes the poorest morning in Boston, where church services predominate. The audience drops there, apparently, because those interested in church services usually attend. Yet, for the shut-ins and for others, church services are considered not only worthwhile, but essential, and as a part of the public service obligation of stations.

Mr. Shepard, after analyzing the results of the five-week records, concluded that they show definitely that the big programs are the determining factors in listener habits, rather than the stations themselves. The Bowes and Benny programs, for example, he asserted, have the preponderance of listeners because of the calibre of programs, rather than the stations.

Commenting on the remarkable showing of Saturdays in the returns, Mr. Shepard said he was convinced that if there were better and more consistent shows on Saturday nights it would run second only to Sunday in listening popularity, as a general thing.

Elated over the showing of the mechanical measuring method, Mr. Shepard declared the basic popularity results check leading programs with the results of question-and-answer surveys. The exact number of hours listened during the five-week period in the 500 radio homes was 50,500. On this basis, it is shown that the average family listens consistently to 3½ to 3¾ hours per day. The two leading programs—Bowes and Benny— also are the leaders in both the Crossley and Clark-Hooper surveys. In the latter surveys, however, the so-called "memory method" is employed. The Elder mechanical survey showed from 20% to 50% more listeners to these programs than did the "memory method" surveys. Following the same theory, according to Mr. Shepard, it would appear that actual radio audiences on practically

(*Continued on page 54*)

KWKC, KANSAS CITY, WILL GO ON BLOCK

SALE at auction of KWKC, Kansas City, to satisfy tax delinquencies amounting to approximately $16,500 against Wilson Duncan, station owner, has been advertised by George R. Clark, Deputy Collector of the Bureau of Internal Revenue at Kansas City, Mo., to take place Jan. 22 in Kansas City. The advertisement, under law, was published in the *Kansas City Daily Democrat* on Jan. 14 and will appear again Jan. 21.

The station and all supplies and equipment, the advertisement stated, located in the Werby Building, will be sold at public auction. The property was seized, it was said, to satisfy assessments against the owner for individual income tax for the years 1928 through 1932.

There was some possibility that the auction might not take place as scheduled if an appeal is taken from the decision of the deputy collector to the Bureau of Internal Revenue, or if the delinquencies are met. The station operates on 1370 kc., specified hours, with 100 watts. Wilson Duncan is listed as the licensee.

Par Soap Tests Programs

GORDON-ALLEN Ltd., Oakland, Cal. (Par soap), which recently placed its national advertising with Tomaschke-Elliott Inc., Oakland agency, has signed for 52 weeks on the Columbia-Don Lee network of 13 stations. Not certain of the type of weekly program to offer, two separate programs were "auditioned" over the network from KFRC, San Francisco, Jan. 8, with listeners-in as the judges to make the selection. Programs wert titled *Your Fellow Man's Opinion* and *The Other Woman's Diary*. Program polling the greatest response will be broadcast each Thursday, 8:15-8:30, starting Jan. 23. This is said to be the first prevue of a network program ever attempted in Western radio.

XUM

Political Flurry Shows Radio Is Best Means to Reach Public

Upshot of Excitement Over Campaign Broadcasting Is Admission on All Sides of Radio's Efficacy

RADIO'S commanding position as No. 1 medium for reaching the electorate during political campaigns was admitted in all quarters, including the press, during the flurry that arose shortly after New Year's Day when President Roosevelt decided to address the opening of Congress personally at a night session Jan. 3 which was broadcast over the major networks.

No sooner had the President's intention become known than Henry P. Fletcher, chairman of the Republican National Committee, issued a broadside attacking the "political purposes" of the speech and demanding from NBC and CBS an equal opportunity for a spokesman for the Republican party to reply. Both NBC and CBS agreed to grant the Republicans time on the air, although the latter, through President William S. Paley, replied to Chairman Fletcher that CBS makes a distinction between Mr. Roosevelt as President and Mr. Roosevelt as a candidate.

The upshot was front-page news and many editorials for nearly a week in which the status of radio in politics was discussed—an admission of its efficacy not only as a campaign medium but also, indirectly, as a medium for reaching the people generally. The upshot also was that Mr. Fletcher, unable to find a proper spokesman for the party who was not himself being mentioned for the Republican nomination for the presidency, dropped the whole subject—Fletcher himself having already been scheduled for a speech from the Union League Club at Philadelphia Jan. 6.

Hutton in Philadelphia Inquirer
All Wired for Sound

Local Time Sought

IN THE meantime, according to reports coming from all parts of the country, the politicians were beginning to demand local time on local stations in greater amount than ever, particularly during the pre-convention period. Stations, like the networks are faced with the problem of maintaining an equality between the parties in the amounts of time to be allotted for broadcasts.

Since the law requires an "equal opportunity" for rival candidates and their spokesmen, and since in the national campaign the candidates will not be selected until the summer nominating conventions, the networks are adhering to their original policy of declining to sell commercial time to the parties or to individual political speakers until after the conventions. In the meantime all political addresses are being kept in the sustaining category, with such time as is available being fitted into schedules with the least possible amount of disruption.

Stations are pursuing varying policies with respect to precampaign political broadcasting, some opening their facilities at card rates (and in a few cases special political rates, usually higher and payable in advance) but most following the example of the networks in refusing to sell time until the actual candidates are named.

The Republican National Committee alone has selected its radio director. He is Thomas G. Sabin, formerly with NBC stations WBZ-WBZA, Boston-Springfield. He has his headquarters in the Barr Bldg., Washington, but spends much time in New York and Chicago and also has plans to open a branch office in either San Francisco or Los Angeles. The Republicans have paid up the remnants of their debt to the networks for time bought during the 1932 campaign but the Democrats still owe the networks a total of about $185,000. Each party spent approximately $500,000 for radio time during the last national campaign.

That the radio waves will resound with politics between now and November was evident not only from the uproar over the President's speech to Congress but from the tenor of the Jackson Day addresses Jan. 8, including President Roosevelt's speech at that dinner, and from the scheduling of former Gov. Alfred E. Smith's address from the Liberty League dinner in Washington Jan. 25. These speeches, of course, fall in the sustaining category.

Chairman Fletcher had no sooner heard of President Roosevelt's intention to address the Congress at the night session Jan. 3 than he wired both NBC and CBS asking that "your company allot on some closely following day the same amount of time over the same stations at the same hour of the day given to Mr. Roosevelt for a broadcast of comment on the issues confronting the next session of Congress but Republican spokesmen to be selected by me after consultation with the Republican leaders of both houses of Congress."

"The essence of American democracy and free speech is fairness," he wired. "If you grant my request it will demonstrate that you are in no way influenced by fear of the party in power." He continued:

The President is a candidate for reelection this year. The House of Representatives and the United States Senate have only once before set aside their rules to have a special night session for a presidential address. That was the memorable occasion in April, 1917 when war was declared.

So far as the American press is concerned it would print the text of the President's message irrespective of the hour of the joint session, and the members of Congress would quite as readily attend a day session in the regular course.

The President's decision to dramatize his message and to bring down to the level of a political speech his Constitutional right and duty to address the Congress on the state of the Union is understandable in the light of past performances.

It is apparent, therefore, that the President considers the members of the Senate and the House as only incidentally his audience and that he will be addressing himself to the electorate as a part of his campaign for reelection. Of course he has a perfect right to do so if the Congress sets aside the time it wishes to receive his message.

We are not objecting to the program outlined but merely requesting an equal opportunity to place our case before the people with the same facilities, the same stations and, potentially, the same audience.

The political character of the speeches by members of the Administration over the radio should be recognized for what they are. Both sides of the vital current issues should be presented to the American jury for their own judgment. Unless the party in opposition be granted equal facilities the dominant party can control the instrumentalities of communication in an effort to perpetuate itself in power.

I would appreciate a prompt response so that I may arrange for speakers to present the Republican point of view.

M. H. Aylesworth, former NBC president and now its vice chairman, replied that "in accordance with the established policy of the NBC of making its facilities available to responsible speakers for discussion of both sides of public questions affecting the national welfare, we are glad to afford the representative or representatives of the Republican party whom you may select the facilities of the NBC for such discussion from time to time. If you will designate your speaker or speakers and advise us immediately we will make early reservation of time."

Upholds Editorial Rights

WILLIAM S. PALEY, CBS president, questioned Mr. Fletcher's demand for a "mathematical" allotment of time to the parties and maintained the network's right to exercise editorial judgment in the amount of "space" to be given political addresses and other news events. He stood on the record of CBS for impartiality but declined to accept the principle that the same hour and same stations be given for the Republican reply to an address delivered by President Roosevelt as President. He wired Fletcher:

We have considered with great care the reasons set forth by you for believing this action should be taken by us. We do not question your right to ascribe to the President political motives for his decision to address the people of America at the same time that he addresses their Congress. On the other hand we do not believe that you should ask us to base our allotments of time on such interpretation by you or by others. The Columbia Broadcasting System will continue to distinguish between the office of President and the Government, on the one hand, and the political parties and their candidates

(*Continued on page 45*)

BULLETIN

NBC President Lohr on Jan. 13 made public a letter to Chairman Fletcher of the Republican National Committee detailing reasons why NBC must decline to carry the Republican party's proposed political dramatic series "Liberty at the Crossroads" on a commercial basis. Thereupon Mr. Fletcher made public a letter addressed to both President Paley of CBS and Mr. Lohr declaring that their mutual policy not to sell time for political broadcasting until after the regular party conventions next summer "will leave in the minds of the American public the distinct impression that you are either exercising an unwarranted degree of censorship or that you fear punitive action by the Federal Communications Commission."

WOR Charges Admission

WOR, Newark, on Jan. 18 will start a series of two-and-a-half hour Saturday night shows for which 85 cents admission will be charged. The programs, consisting of WOR Artists Bureau talent, will be staged in the Mutual Playhouse atop the New Amsterdam Theatre, New York, and will be titled *At the Opera House*. WOR will broadcast a part of the performance, which also will be available to Mutual network.

Test Series Begun By GOP Committee

Opening Gun in Radio Drive Is Started by Republicans

THE FIRST purchase of political time in the national presidential campaign was announced Jan. 10 by the Republican National Committee, over WGN, Chicago. The program, *Liberty at the Cross-Roads*, was to be broadcast over the station Jan. 14, 8:30-9 p. m., as a "test". It was indicated that if this test proves successful, efforts will be made to spot it on other stations throughout the country.

Also scheduled for WGN is a second program in the series, to originate in the Times Square Studios, in New York on Jan. 21, and piped to the Chicago station. The first program was recorded by World Broadcasting System, New York. The "live" program on Jan. 21, will be taken off the line and recorded by RCA-Victor.

In a formal announcement, Thomas G. Sabin, director of the Radio Division of the Republican Committee, said the program is an innovation in political broadcasts. He conceived and prepared them. "This first broadcast", he asserted, "is in the nature of a test program."

The opening program, he added, "will deal specifically with the public debt and the dangers confronting American agricultude." The program is arranged by the Republican committee under sponsorship of the Illinois Republican Citizens Committee in Chicago.

WHERE YOU HAVE GROUND TO COVER

ONE GOOD BLANKET
is worth a dozen handkerchiefs

UNLESS you like to be kept awake nights, you'll choose blankets for comfortable slumber-coverage — and WHO for profitable sales-coverage of the Iowa market.

To sell Iowa, you have ground to cover. And in selling it by radio, you need the one station with enough power to cover all Iowa at once—WHO with 50,000 watts.

Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers.

Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because, where you have ground to cover, one good blanket is worth a dozen handkerchiefs.

"GROUND TO COVER"

Iowa is a big market, because it is a big collection of smaller markets, each too important to neglect. Trying to cover all these markets with smaller stations would be costly and ineffective. One station — and only one—has the power to cover this rich area—WHO, with 50,000 watts.

CENTRAL BROADCASTING COMPANY, DES MOINES, IOWA

J. O. MALAND, Manager — **Phone 3-7147**

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

Fun for Millions—And Millions for Pebeco

By REGINALD T. TOWNSEND
Account Executive, Lennen & Mitchell Inc.

Using Radio Only, Lehn & Fink Shoots at a High Mark And Reaches It as Sales Mount With Rising Speed

RADIO has carried practically all of the load in Lehn & Fink's introduction of its New Pebeco toothpaste. Contact with the buying public has been made through that hilarious super-salesman, Eddie Cantor, who likes nothing better than getting a laugh—except getting a customer for his sponsor. In fact, he's landed customers by the thousand, with Lehn & Fink's sales curve showing a jump of more than 25%. Here Mr. Townsend tells the story of Pebeco merchandising.

Mr. Townsend

THREE DAYS, so they say, is the difference between a good hair-cut and a poor one. But wider than the broad expanse of the Pacific Ocean is the difference between a good radio comedian and a really great one.

Drawing this analogy I reason in terms of results to the sponsors. Naturally, my interest and theirs, is concerned largely with commercial broadcasts. That is where we risk a small fortune in advertising dollars in a few months and where the treasure is, so the heart is.

Measured with the yardstick of returns in actual dollars and cents, Eddie Cantor is now America's No. 1 commercial radio comedian. There is reason for his success, too, which mighty few people, in or out of show business, understand or ever stop to think about.

A Super-salesman

EDDIE CANTOR tops the list of sponsored radio comedians not alone because he is a great comedy artist of the stage, screen and radio, or presents the most entertaining radio program. Like Abu Ben Adhem he leads all the rest because he is a super-salesman as well.

There you have my thesis. With all else equal, Eddie Cantor is radio's greatest comedian by virtue of being a far, far better salesman than all his rivals on the air.

When Lehn & Fink Inc., sought a feature program to put over their "New Pebeco" toothpaste, the Lennen & Mitchell agency combed the market for the best material available to do the job. Countless numbers of talented artists were weighed and found wanting. The air, so to say, was full of mighty good entertainment—potential sales power, too—but under an analysis of microscopic intensity flaws in the underlying fabric were clearly discernible.

"We want a program of the best sustained comedy entertainment—headed by an outstanding comedy star—but above all a comedian who can sell the product over the air." That was the consensus in the sponsors' office, in the agency and my personal view. Ending a long search, Lennen & Mitchell picked Eddie Cantor to turn the trick. Today, distribution and sales prove we exercised a perfect judgment.

It is impossible to meet and talk to Eddie Cantor, see him on the screen, hear him on the stage, or listen to him over the air without yielding to the spell of his magic comedy ebullience. You just know he is a natural born comedian.

Confer with him on the component parts of a commercial continuity and in a little or no time you realize he is a master salesman. More than that—he is a keen business executive of rare discernment. Had Eddie Cantor elected to stifle his genius for wholesome clowning and his inherent showmanship he might just as well have starred in industry, commerce or banking.

Putting aside his past performances in other entertainment fields, Eddie Cantor personally produces, down to the slightest detail, all his radio programs. Star comic of the show—he drafts the plot of the continuity, writes more than a moiety of the script, selects the musical numbers and his own songs—is general production manager, property man, electrician, sound engineer, wardrobe designer and—last but not least—he edits or censors all the "commercials".

When a "commercial" lacks the selling punch Eddie is among the first to sense it. Likely as not his suggestion rounds it out and "puts it over". Frequently he writes the commercial himself. Particularly is this true of the "singing blurbs" and "sales talks in rhyme" that frequently have punctuated the continuities this season.

A Singing "Plug"

ON HIS very first broadcast from Hollywood, this fall, one of the biggest hits of the program was a daffy "caroled commercial" set to the swinging tune of "Schnitzelbank". So great was its popularity that thousands and thousands of requests flooded his Hollywood headquarters and forced an encore. Before his season ends it probably will be done many times more. Now it is called the "Cantor Cantata", has been printed on a comic broadside for nation-wide distribution.

Silly symphony that it was—and a "sure-fire laugh"—as they say in the theatre—the surging rhythm, verve and sparkle Eddie puts into it would provoke a good, deep belly-laugh from old Mme. Sphinx herself.

Other rhymed commercials followed—but when the football season was bursting into full bloom Eddie suggested a gridiron commercial. This is the way he worked it out for that ace of announcers, Jimmie Wallington:

WALLINGTON: Now that the air is full of footballs you hear a lot about "triple-threat" men — stars who can Kick, Pass or Carry the ball. (MUFFLED CHEERS) And now Pebeco Toothpaste gives you a triple-threat against tooth troubles—with this TRIPLE ACTION—ONE, it brightens teeth quickly with a special whitening agent. TWO, it sweetens the breath for a long time after eating. THREE, it counteracts acid mouth with Milk of Magnesia. This triple-action wins cheers (CHEERS) from thousands as it tackles the FILM on dingy teeth, (YEAH!) ROUTS bad breath for long after using (YEAH!) THROWS acid mouth for a loss (YEAH!). The score is New Pebeco —3, Opponents,—Zero. You can spot this new star player by the uniform—New Pebeco Paste in a Red, White and Blue carton to celebrate its All-American success.

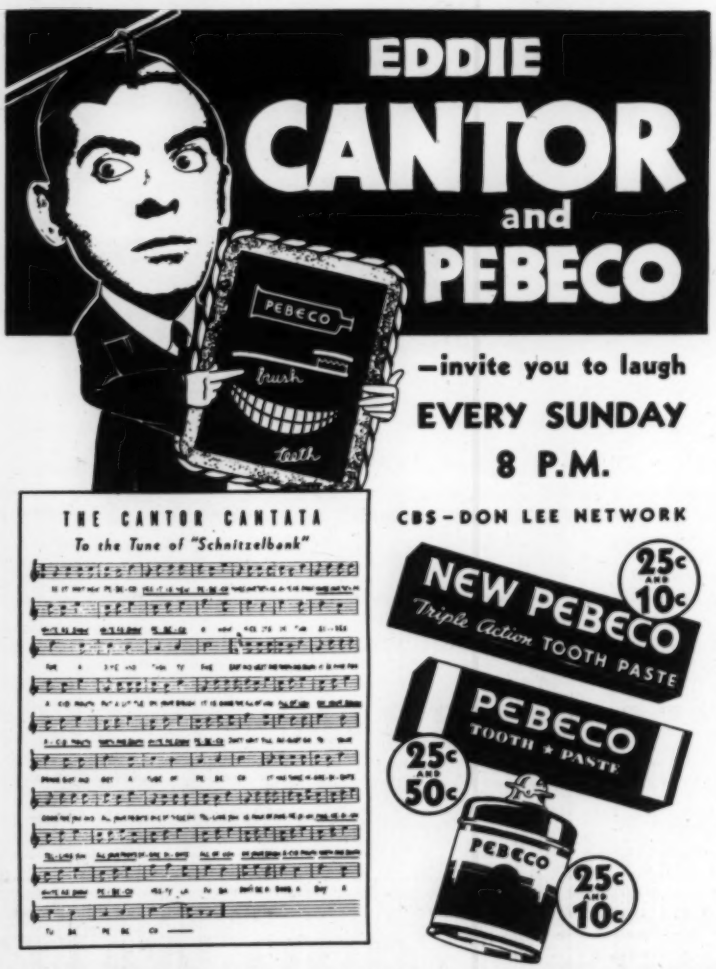
Timely, topical, is the keynote of special Eddie Cantor comedy commercial blurbs. In the Nov. 10 Hollywood broadcast, Eddie and his Merry Andrew comrades of the ether did a Shakespearean burlesque on the Max Reinhardt screen classic, "A Midsummer Night's Dream", entitled "If Shakespeare Came to Hollywood". So Eddie quickly composed this kind of a commercial:

CANTOR (to WALLINGTON): If thou canst talk about that worthy toothpaste in a Shakespearean manner I will gettest thee a parolio.

WALLINGTON: Prithee, I shall try. Friends, Romans, Countrymen—lend me your ears! I come to sell thee lusty Pebeco—not just to praise it. Thou canst purchase either the small or the large size.

CANTOR: Two bits or not two bits—that is the question. Whether tis nobler in the mind of man to get

(*Continued on page 45*)



PEBECO MERCHANDISING—This window card is distributed to dealers by Lehn & Fink, sponsoring the Eddie Cantor programs for Pebeco.

"74 NATIONAL AGENCIES

Maxon, Inc.
Biow Co., Inc.
Lord & Thomas
The Caples Co.
Rogers & Smith
Ward Hicks, Inc.
R. J. Potts & Co.
Carr Liggett, Inc.
The Blackman Co.
Heath-Seehof, Inc.
The Ridgway Co.
Hanff-Metzger, Inc.
Campbell-Ewald Co.
Street & Finney, Inc.
Luckey Bowman, Inc.
Weston-Barnett, Inc.
The Joseph Katz Co.
Fred A. Robbins, Inc.
Benton & Bowles, Inc.
Kelly & Stuhlman, Inc.
Olmstead-Hewitt, Inc.
McCann-Erickson, Inc.
The McCord Co., Inc.
Ruthrauff & Ryan, Inc.
Marschalk & Pratt, Inc.
Kenyon & Eckhardt, Inc.
Lennen & Mitchell, Inc.
Nelson Chesman & Co.
Hilmer V. Swenson Co.
Critchfield-Graves Co.
Neisser-Meyerhoff, Inc.
Atherton & Currier, Inc.
J. Sterling Getchell, Inc.
Mason Warner Co., Inc.
N. W. Ayer & Sons, Inc.
Morse International, Inc.
St. Paul Advertising Co.
Beecher Advertising Co.
Erwin, Wasey & Co., Inc.
Frederick & Mitchell, Inc.
Advertisers' Service, Inc.
Tracy-Locke-Dawson, Inc.
Gardner Advertising Co.
First United Broadcasters
Guenther-Bradford & Co.
Coolidge Advertising Co.
Philip O. Palmer & Co., Inc.
Wade Advertising Agency
Cecil, Warwick & Cecil, Inc.
Presba, Fellers & Presba, Inc.
Brooke, Smith & French, Ltd.
Van Sant, Dugdale & Co., Inc.
Small, Kleppner & Seiffer, Inc.
Addison Lewis and Associates
Henri, Hurst & McDonald, Inc.
Mitchell-Faust Advertising Co.
McManus, John & Adams, Inc.
Blackett-Sample-Hummert, Inc.
Kimball, Hubbard & Powell, Inc.
Aubrey, Moore & Wallace, Inc.
Applegate Advertising Agency
Greve Advertising Agency, Inc.
Conner Advertising Agency, Inc.
Stack-Goble Advertising Agency
Northwest Radio Advertising Co.
Russell C. Comer Advertising Co.
Roche, Williams & Cunnyngham, Inc.
Ray K. Glenn Advertising Agency
Reincke-Ellis-Younggreen & Finn, Inc.
Batten Barton Durstine & Osborn, Inc.
H. W. Kastor & Sons Advertising Co.
J. Walter Thompson Advertising Corp.
D. P. Brothers Advertising Agency, Inc.
Lawrence C. Gumbinner Advertising Agency

Placed Business on WFAA - WBAP During 1935

because they KNOW what the outstanding station in the Southwest can do for their clients. Here's the list . . . treat them well and help them prosper, Little Feller."

"Thanks for the tip, old man, and you can bet your whiskers I'll do my best. My aim during the next twelve months will be: DOING EVEN A BETTER JOB IN 1936!"

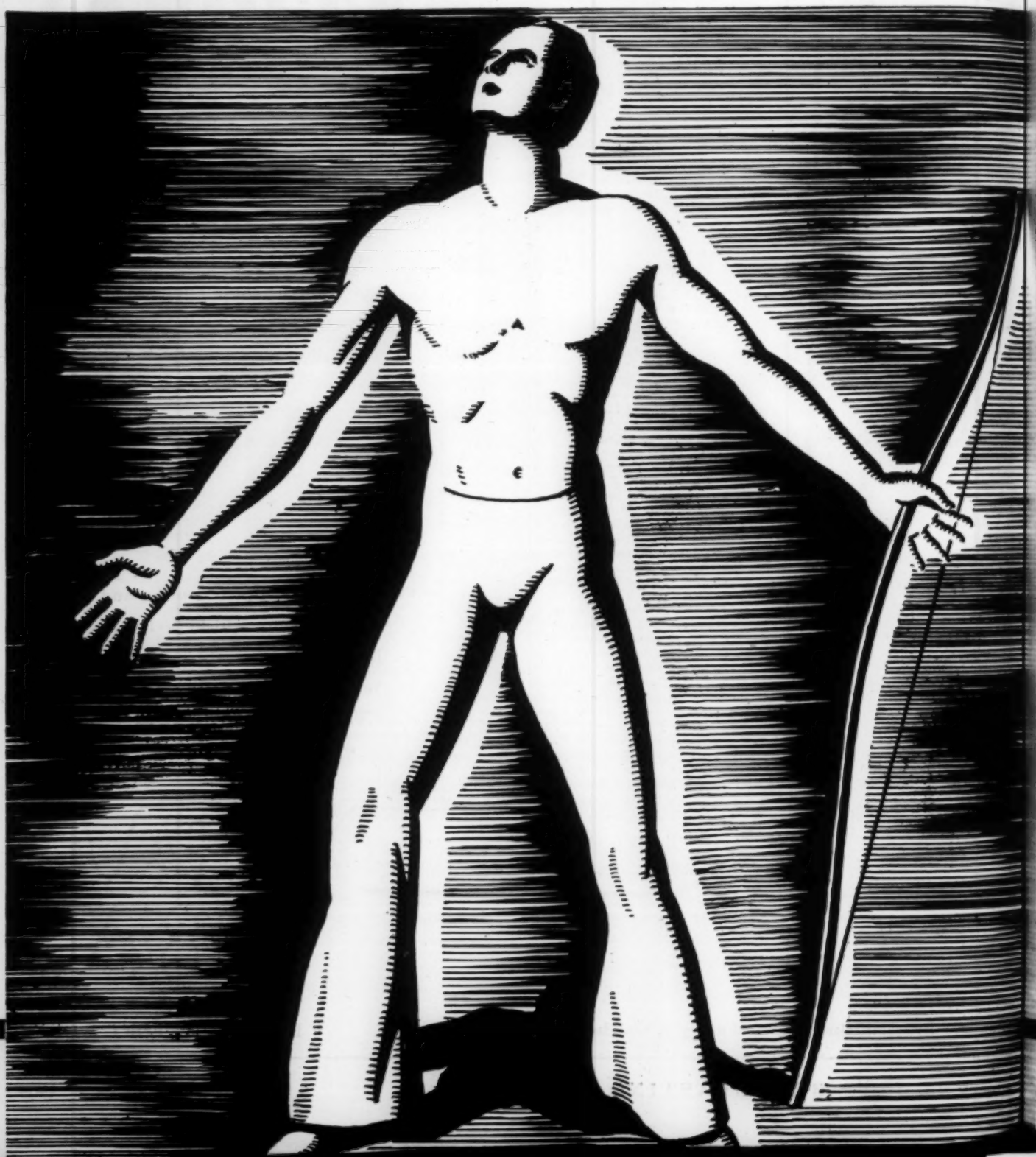
WFAA WBAP

National Representatives: Edward Petry & Co., Inc.

DALLAS . . . FORT WORTH

"I shot a song into the air,

It came to earth I



XUM

th I know not where."

● Those days are gone forever.

Here are stations that are shooting songs, news, sport features, symphonies and commercial announcements into the air for about eighteen hours a day—

Here are stations that *know just where they "come to earth"*—just where they *can* be heard—just where they *are* heard.

They know that folks seem to like the songs, heed the commercials, and buy the products advertised.

The most successful national spot advertisers know it too. That's why you'll find these stations on their spot broadcasting lists.

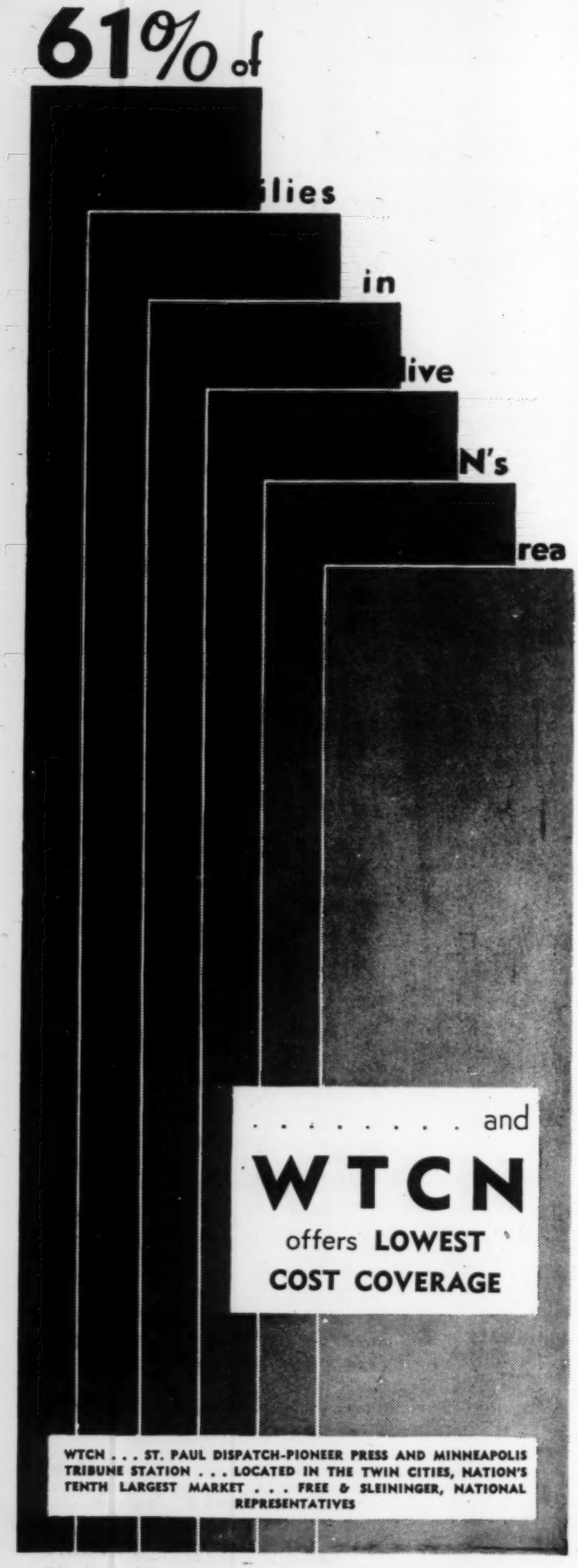
WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED
NEW YORK DETROIT
CHICAGO SAN FRANCISCO

XUM


61% of
lies
in
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rea
. . . . . and
WTCN
offers LOWEST
COST COVERAGE
WTCN . . . ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION . . . LOCATED IN THE TWIN CITIES, NATION'S TENTH LARGEST MARKET . . . FREE & SLEININGER, NATIONAL REPRESENTATIVES

Distillers Agree to Discontinue Further Advertising on the Air

Action Follows Almost Unanimous Vote Against Radio In Poll Taken by the Distilled Spirits Institute

RADIO advertising of liquor has been discontinued since the first of the year by the 120 members of the Distilled Spirits Institute Inc., Washington, according to Dr. J. M. Doran, administrator of the Institute, which serves as a trade association for manufacturing distillers representing 90% of the production of that portion of the hard liquor industry.

The action followed an almost unanimous agreement of Institute members who replied to a "yes or no" questionnaire sent out in November by Dr. Doran. The questionnaire also covered advertising in Sunday periodicals.

As far as can be learned, manufacturing distillers who used radio were Schenley Products Co., New York; Seagram Distilling Corp., New York, and Oldetyme Distillers Inc., New York. According to the Institute, these companies have ceased using radio voluntarily, the questionnaire vote having been followed by a recommendation by Dr. Doran which has the status of a gentleman's agreement.

The Institute has been scrutinizing all advertising copy of its members for nearly two years to aid in elimination of objectionable copy and to determine if all statements are honest.

Rectifiers Not Involved

SOME 375 manufacturing distilling companies, operating 413 distilleries, hold permits issued by the Federal Alcohol Administration. Of these 120 belong to the Institute but they cover nine-tenths of the industry's production.

Not members of the Institute are the 425 licensed rectifiers, who buy liquor and alcohol from Institute members as a base for rectified spirits. They are licensed to distill gin only. Their output comprises a substantial share of the hard liquor marketed in this country.

Also not involved in any way in the Institute action are the 805 importers of alcoholic beverages. Importers have not attempted to regulate radio advertising through their trade association, the National Association of Alcoholic Beverage Importers Inc.

Manufacturing distillers and rectifiers will be subject to FAA advertising and labeling regulations proposed last autumn and considered at a public hearing Oct. 31. The FAA has not announced its action on the proposed regulations, which are awaiting approval of the Secretary of the Treasury, Henry Morgenthau Jr.

The board of governors of the League of Distilled Spirits Rectifiers is to meet late this month to discuss the radio advertising situation, according to Fred A. Caskey, director. The matter has been considered informally by the League but no action has been taken.

At present only a few rectifiers are known to be using radio, a decline in their use of the medium having been noted in recent months. This has not been due to public reaction, however, it is understood, no complaints having been received by the League as far as could be learned.

Somewhat similar rules, covering the wine industry, were handed down Jan. 3 by the FAA, following approval by Secretary Morgenthau. Wine advertising, under the rules, must state the name of the advertiser, the type of beverage, and statements of alcoholic content must be within 1 degree of accuracy.

Statements that are false or misleading, obscene or indecent, and disparaging to competitors are forbidden, nor may claims of curative and therapeutic effects be made if they are untrue in any particular or misleading. The wine regulations become effective March 1, 1936.

The FAA, created when the old FACA was outlawed by the Supreme Court's NRA decision, operates as a division of the U. S. Treasury under the Federal Alcohol Administration Act passed by Congress last summer. It has retained most of the code regulations of the FACA with the exception of labor provisions.

Brewery regulations consist of Federal enforcement of rules and laws of individual states. Proposed brewery advertising and labeling regulations, resembling those adopted for the wine industry, were considered by the FAA at public hearing Jan. 7-8.

FAA regulates the alcoholic beverage industry by these branches: Distilled spirits, rectifiers, wholesalers and bottlers, importers, wine and malt beverage.

Action by Institute

DR. DORAN'S statement announcing the Distilled Spirits Institute action follows:

Manufacturing distillers — included in the membership of the Distilled Spirits Institute Inc. — will discontinue advertising their products over the radio beginning Jan. 1, 1936. This decision was reached after a thorough canvass of industry members, a preponderance of whom have never engaged in this form of advertising.

This voluntary action by distillers is another step in the direction of self-imposed regulation which is regarded in the public interest. Over a year ago our membership resolved to write their advertising copy so as to give an accurate and honest description of products offered the public. Distiller members submitted all advertising copy to the Institute for approval before publication. Careful scrutiny of advertisements has resulted in material improvement in all newspaper and magazine copy published by our members.

Appreciating the value of public confidence the members of the Distilled Spirits Institute have diligently endeavored to adhere to all state and federal regulatory measures and have gone beyond the statutory requirements by imposing upon themselves rules and regulations such as these advertising matters which contribute toward conditions beneficial to the general public.

A number of these self-imposed regulations are now under consideration and will be announced after the views of Institute members have been obtained.

RAIN OR SHINE

KWK

is always on the Job

Regardless of weather conditions KWK is continually putting across your sales message. Every advertiser is looking for sales results regardless of the weather, and that is just what KWK has to offer. Our complete coverage of the St. Louis area assures you of an excellent return from this important market. May we suggest an advertising campaign built to your particular requirements?

THOMAS PATRICK, INC.

Hotel Chase — St. Louis, Mo.

Representative

PAUL H. RAYMER CO.

New York — Chicago — San Francisco

KFBK

"The Capital Station in the Capital Market"
Affiliated with the Columbia-Don Lee Broadcasting System

Power Increased to 5000 WATTS

Now you can have complete radio coverage of one of California's richest and most responsive markets . . . an important high per capita income market embracing more than 2,000,000 primary market listeners.

A new 5,000-watt transmitter . . . a product of RCA's most modern engineering developments . . . brings high-fidelity reception to scores of cities and communities heretofore inadequately served.

Here's that pioneer market you've been looking for. Virgin territory for copy testing and honest-to-goodness merchandising. It's a market with plenty of dollars to spend. A few minutes interview with one of our representatives will reveal many astounding facts about this rich territory.

K F B K SACRAMENTO CALIFORNIA

Owned and operated by the James McClatchy Company, for more than 78 years publishers of The Sacramento Bee, the 1934 Pulitzer Prize Winner. KFBK is one of the McClatchy Radio Stations, which include KMJ, Fresno; KWG Stockton and KERN, Bakersfield, and KOH, Reno, Nevada

REPRESENTATIVES

Joseph McGillvra
485 Madison Avenue
New York City

919 N. Michigan Avenue
Chicago, Illinois

Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, Calif.
1358 Russ Building
San Francisco, Calif.
1038 Exchange Bldg.
Seattle

Prall Praises Radio For 1935 Progress

But Reminds That FCC Wont Let Up in Program Crusade

A TRIBUTE to broadcasting for the progress it has made during the last year, but with an admonition that the FCC will not stop in its program crusade until all quack medicine, fortune-telling, lottery and other improper accounts are off the air, was administered Jan. 13 by Chairman Anning S. Prall in an address over a CBS network.

"I venture to say," he told his audience, "that during the last year the broadcasting industry has shown greater development along useful lines than during any other period in its 15 years of history. Broadcasting is the lustiest of the industrial youngsters. And in the last 12 months it has moved into a position more stable and secure, from the standpoints of usefulness and public service than at any time since its inception. * * *

"And what else has happened in the program line during the last 12 months? High-powered advertising announcements have been toned down; commercial continuities are in better form; the two major chains have adopted entirely new policies and have outlawed programs advertising internal medicines or bordering upon the improper. Their action has been quickly followed by practically all of the responsible independent stations. Today the number of quack medicine, fortune-telling, lottery and other schemes with the end in view of fooling or defrauding a gullible public are at a minimum. The FCC will not stop until all of them are off the air.

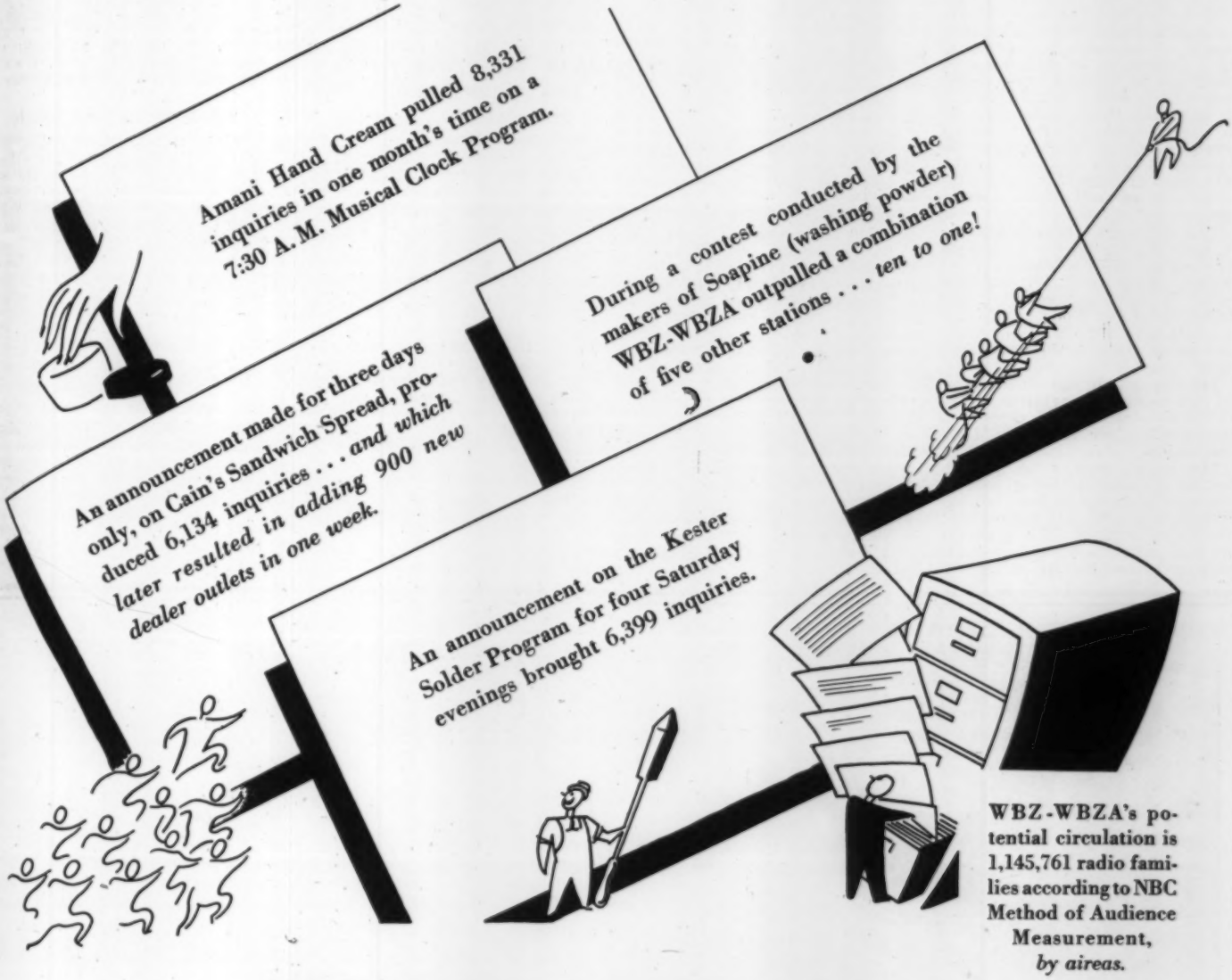
Television in Five Years

"DESPITE the consequent loss of advertising revenue by the deletion of many of these objectionable broadcasts, I am reliably informed that responsible advertisers have contracted for time on the air far in excess of the amount lost by the deletions, and I venture to predict that the ensuing year will show the greatest return in the history of the industry because of the normal revival of business and because the radio industry considers better programming the high point and essential move toward future success in broadcasting."

Chairman Prall also spoke of visual broadcasting. He said facsimile is technically practicable but economically in the background. He added it was a short step from present commercial facsimile, whereby weather maps and other complicated photographic material are transmitted to ships and across the oceans, to the transmission and reproduction "in your home of daily newspapers and picture features."

Respecting television, he asserted the FCC engineers have not yet seen fit to lift the experimental limitation on it in spite of great strides within the laboratory. "Five years from now," he asserted, "you won't be able to recognize your radio receiver. Instead of receiving sound alone, along with short-wave programs, it probably will be fitted for these and for television and facsimile."

Within the bulging WBZ-WBZA files of local advertisers' experience stories are facts which tell that


Amani Hand Cream pulled 8,331 inquiries in one month's time on a 7:30 A.M. Musical Clock Program.
During a contest conducted by the makers of Soapine (washing powder) WBZ-WBZA outpulled a combination of five other stations . . . ten to one!
An announcement made for three days only, on Cain's Sandwich Spread, produced 6,134 inquiries . . . and which later resulted in adding 900 new dealer outlets in one week.
An announcement on the Kester Solder Program for four Saturday evenings brought 6,399 inquiries.

WBZ-WBZA's potential circulation is 1,145,761 radio families according to NBC Method of Audience Measurement, *by aireas.*

WBZ · WBZA

50,000 WATTS — **BOSTON**

1,000 WATTS — **SPRINGFIELD**

WBZ-WBZA are two of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York **WGY,** Schenectady • **KDKA,** Pittsburgh • **WRC, WMAL,** Washington, D. C. • **WTAM,** Cleveland • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KGO, KPO,** San Francisco

NBC Thesaurus Recorded Programs available at all these stations

More Power Asked On 900kc. Channel

Horizontal Increase Would Step Power to 5000 Watts Night

WHAT MAY become the first phase of the projected realignment of broadcasting facilities to accord with modern engineering technique, has been proposed to the FCC by stations on the 900 kc. regional channel. They have suggested, it was learned Jan. 7, that the five stations on this wave be permitted to increase their night power horizontally to 5,000 watts to ascertain the desirability of effecting permanently the proposed revampment of assignments on regional channels proposed to the Broadcast Division by its Engineering Department three months ago.

The dominant stations on the channel, eligible for the 5,000 watt increase are WKY, Oklahoma City; WBEN, Buffalo; KHJ, Los Angeles; WJAX, Jacksonville; and KSEI, Pocatello, Idaho. Each now operates with 1,000 watts at night and several have 5,000 watts daytime.

The suggestion was advanced to the engineering department of the FCC but no recommendations have been drafted for Broadcast Division action.

The entire reallocation project, for the present, is being held in abeyance pending action by the FCC on new rules and regulations, now being revised. The plan for the regional station realignment is pending before the Broadcast Division. Next to be submitted will be recommendations dealing with clear channel stations and with super-power on certain of these channels. The Broadcast Division has formally announced that before anything is done in connection with a realignment there will be a general hearing open to all parties in interest.

CALLS ARE GIVEN TO NEW STATIONS

FIVE call letter assignments to newly authorized stations, all 100 watters and all scheduled to be constructed early this year, have been announced by the FCC Broadcast Division. The new stations will bear the following calls when they eventually go on the air:

WTHT, Hartford, Conn.—Hartford Times, Inc.

KBIX, Muskogee, Okla.—Muskogee Press Publishing Co.

WSPR, Springfield, Mass.—Connecticut Valley Broadcasting Co.

WLAK, Lakewood, Fla. — Lake Region Broadcasting Co.

WJNO, West Palm Beach, Fla.—Hazlewood, Inc.

In addition, the FCC has reserved the call letters WEGL for the *Brooklyn Daily Eagle's* new station if and when it finally goes on the air. Under an FCC decision, stations WARD, WLTH and WVFW are due to be eliminated Jan. 22, their time on the 1400 kc. channel having been awarded equally to the *Brooklyn Eagle* and WBBC, now using one-fourth time on 1400 kc. An appeal to the courts has been indicated, which will probably mean the retention of the status quo for many months until a final adjudication is obtained.

Jimmie Allen Draws Big Crowd

WHEN Jimmie Allen (left) arrived in Hollywood to make his first feature motion picture he was met at the Grand Central Airport with a KNX microphone. Some 10,000 members of the Jimmie Allen Flying Club of Southern California gathered to meet their Chief as a result of an announcement on the Jimmie Allen program that he would arrive at the Glendale airport in person at 2 p. m. Dec. 15. Sponsored by the Richfield Oil Co., the *Air Adventures of Jimmie Allen* has been a KNX feature every night for two years. Over 400,000 members are registered over the 11 Western States in the club.

THE late Don Lee, Los Angeles automobile man and head of his own broadcasting system in California, left an estate valued at $1,029,213.14, according to appraisal in probate court files.

Trade Commission Action Involving Users of Radio

THE Federal Trade Commission announces the following actions involving radio advertisers:

Raladam Co., Detroit — Hearing held Jan. 6 on charges of false claims in sale of Marmola tablets for overweight.

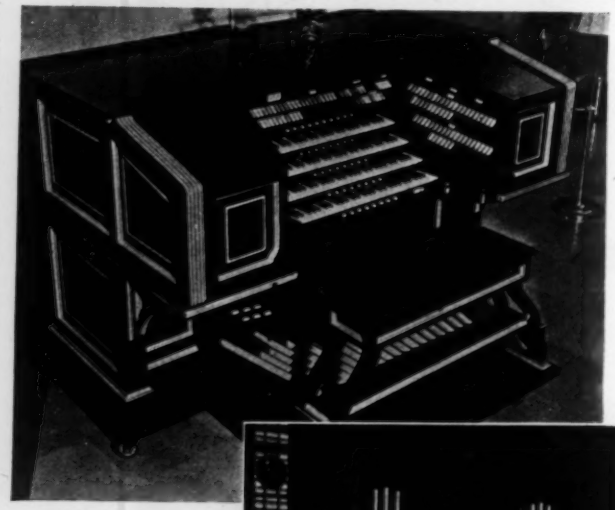
B. T. Babbitt Inc., New York—Agrees to stop asserting that Bab-O banishes dull film, water-lines or the most stubborn dirt "instantly"; that its use ends all scouring and scrubbing; that it will not harm nail polish, and will soften hands; and that Bab-O was discovered by scientists, or that it is a new discovery.

Humphreys Expands

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York (Humphrey's remedy), on Jan. 29 will start a new series on a special NBC hookup of WJZ and WBZ-WBZA, Wednesdays and Fridays, 5:15-5:30 p. m. The series will supplement the present NBC-WEAF programs broadcast thrice weekly and the same talent, Breen and de Rose with Andy Sanella's orchestra, will be used. Biow Co. Inc., New York, is the agency.

Ford Realignment

THE FIRST of the *Fred Waring* programs on NBC for Ford Motor Co., Detroit, will be broadcast Jan. 17 over 62 NBC-WJZ stations, 9:30-10 p. m. The hour show on CBS Tuesdays will be cut to a half hour, and will be broadcast Tuesdays, 10-10:30 p. m. N. W. Ayer & Son Inc., New York, services both accounts.



SOME RECENT KILGEN INSTALLATIONS

WKY, WHAS, KFPY, KMOX, WHDH, KOIL, CARNEGIE HALL (New York), SHRINE OF THE LITTLE FLOWER (Rev. Charles Coughlin, Royal Oak, Mich.)

Kilgen Organs

MIRABILE AVDITV

Petit Ensemble

The Kilgen Organ is the ideal radio organ. Since the early days of broadcasting, Kilgens have pioneered in the building of organs especially for broadcasting purposes. Back in 1924 it was a Kilgen organ which created such a sensation at the opening of WHT.

Since those early days Kilgen has built many radio organs and has kept full pace in organ building with the developments in broadcasting.

The Kilgen organ of today has set a standard never before achieved. It is the ideal broadcasting organ.

THE PETIT ENSEMBLE

With the newly developed Petit Ensemble, a truly fine organ, compact in size and low in cost, which can be installed without any alterations to the building, Kilgen is able to offer an excellent small organ for the more modest studio. It costs no more than a Grand Piano and broadcasts perfectly. Whether you are interested in a large, special-built Kilgen organ or the Petit Ensemble, Kilgen will build an organ to meet your requirements. A letter will arrange a conference with one of our organ architects.

GEO. KILGEN & SON, INC.

4020 N. Union Blvd. St. Louis, Mo.

It's easy enough to talk
of prestige
But here is the actual proof

Stars Who Have All Broadcast Over Radio Station WINS!

★ MRS. LEONARD WOOD ★★ CAPTAIN FRANK HAWKS ★★★ EVA LE GALLIENNE ★★ GEORGE M. COHAN ★ MRS. CARMEL SNOW ★ MARIO COZZI ★ IDA BAILEY ALLEN ★★★ PRIMO CARNERA ★★★ DANIEL FROHMAN ★★ HELEN KOUES ★★★ MYRTLE LEONARD ★★★ BOB RIPLEY ★★★ LOUIS KATZMAN ★★★ FATHER HUBBARD ★ COUNTESS ALBANI ★★★ LILY PONS ★★★ LUCREZIA BORI ★★★ HIZI KOIKI ★★★ GEORGE W. LEDERER ★★ MARY GARDEN ★★★ JACK DEMPSEY ★★★ HELEN CHANDLER ★★★ JACK CURLEY ★★★ DOROTHY GISH ★★★ BUGS BAER ★★★ LENORE ULRICH ★★★ JACK WHITING ★★★ GEORGE MAC MANUS ★★★ RUSS WESTOVER ★★★ MR. AND MRS. CHARLES COBURN ★★★ BILL CORUM ★★★ JIM CROWLEY ★★★ AND SO MANY OTHERS OF DISTINCTION THAT IT WOULD BE DIFFICULT TO INCLUDE THEM ALL IN ANY LISTING

No wonder WINS has come to be known as the Oral Hall of Fame!

Place your national spot campaign with WINS

WINS

New York

National Representatives
Hearst Radio, Inc.
New York—Chicago—San Francisco

A GOOD AGENCY *knows* A GOOD STATION

Wade Advertising Agency Chicago

Walter A. Wade *Says*:

"All of our radio advertisers are using WLS. Naturally, this preference is based on the fine results we almost invariably get through WLS—and have been getting since 1927."

Director of Radio

THESE WADE CLIENTS NOW USING WLS

Morton Salt Company	******
Miles Laboratories, Inc.	*****
Murphy Products Co.	******
Acme Manufacturing Co.	**
Illinois Bottled Gas Co.	*****

* Each asterisk indicates one year on WLS.

THEY KNOW WLS

THE PRAIRIE FARMER STATION

1230 WASHINGTON BLVD. CHICAGO, ILLINOIS

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

NEW YORK OFFICE: Grahm A. Roberton, 250 Park Ave.

HOLDUP IS AIRED

Victim, Told to Stick 'em Up, Turns on Auto Set

MURRAY BOLEN, technician, announcer and performer at KFRC, San Francisco, costarred in one New Year's broadcast not listed on the schedules. After the New Year's pickups were disposed of, Murray and a fair companion found themselves observing the city at the hour of 2 a. m. from the heights fronting San Francisco Bay. Their thoughts were suddenly interrupted by: "Stick 'em up!" Up they went, as they saw two gats in the hands of a pair of holdup men. But—Murray is an amateur short waver, and on the dashboard of his car is a tiny switch. That bit of contraption is capable of setting in motion a miniature broadcasting transmitter which Bolen operates as a hobby.

With a kick of his foot Bolen flipped the switch. For nearly five minutes the holdup was a public matter to anyone who might have been listening on the 5 meter band. Murray is awaiting verification of the unique broadcast as it is probable that some operator may have picked up scraps of the talk. He needs no verification of the holdup.

Tea Association Begins Regional Promotion Plan

TEA MARKET EXPANSION BUREAU, New York launched a $500,000 test campaign Jan. 13 in Pennsylvania, New York, Ohio, Michigan, Illinois (not including Chicago) and Indiana. The purpose is to increase the consumption of tea in this country. Leading tea growers of Java-Sumatra and Ceylon are behind the plan. Radio, outdoor, newspapers and a women's magazine will be used. Spot announcements over WJR, Detroit, WTAM, Cleveland, and WBEN, Buffalo, will form the initial efforts for radio. The announcements will be 100 messages, broadcast twice a day, five days a week. The starting date has not been determined. It is possible that more stations will be used.

Funds for the campaign were collected through taxes paid by tea growers on exports of tea, under the supervision of the Dutch and British governments. L. Berling is commissioner in the United States for the Tea Market Expansion Bureau and A. Maccreanor is in charge of the field office in Cleveland. William Esty & Co., New York, is the agency.

Kelvinator Funds

ADVERTISING plans for the forthcoming year for Kelvinator Corp., Detroit, revealed to distributors in convention in that city recently, made especial mention of an addition of $300,000 to this year's 50-50 cooperative fund which dealers may use for radio, billboards and local newspaper advertising. The factory is making available to dealers one-minute spot announcements which may be paid for on a half-and-half basis by the dealer and the factory, and used as the dealers see fit.

WGST, Atlanta, after March 3, will operate with doubled night power of 1,000 watts, which was authorized Jan. 10 by the FCC Broadcast Division.

KNX Gets Verdict In Suit for Libel

Awarded Nominal Damages From Los Angeles Times

A VERDICT favorable to KNX, but awarding nominal damages to cover court costs, was rendered Jan. 3 by the jury in the Superior Court of Los Angeles in the libel suit of the station against the *Los Angeles Times*. The actual amount of the damages was $2,501. KNX had asked for $500,000 from the newspaper. Two other libel suits, each for $500,000, are still pending, alleging libelous editorial attacks by the *Times* in broadcasts over two other Los Angeles stations.

The case opened before Judge J. T. B. Warne on Dec. 2 and grew out of the newspaper's alleged fight to control broadcasting of news. Following the press radio agreement of 1934, to which KNX refused to subscribe, the *Times* dropped all mention of KNX programs in its program listings, and afterward published an editorial purporting to explain to its readers why the *Times* had discontinued printing the programs.

Among other things KNX alleged that the *Times* had stated editorially that "KNX gave purposeful misinformation", "KNX broadcast false news", "KNX broadcast wholly imaginary news", "KNX broadcast pirated news", "KNX broadcast false news of a tidal wave at the time of the Long Beach earthquake" and "KNX broadcast the false death of Gov. Rolph".

Charges Retracted

IN THE testimony, members of the *Times* staff, under examination, stated in general that the KNX news broadcasts were accurate, and that the station did not "steal" news. Specific allegations of false news broadcasts likewise were controverted on the stand. On the other hand, evidence was introduced for KNX purporting to show that the *Times* itself in its news broadcasts had broadcast the premature report of Gov. Rolph's death.

According to Guy Earl, president of KNX, the jury debated for 11 hours after the case was closed Jan. 2. The vote first stood 7 to 5 to bring in a $100,000 verdict. In civil cases in California the jury can reach a verdict by a vote of 9 out of 10. When it appeared that the jury might be dismissed as a hung jury, agreement was reached on a verdict and no new trial. The jury is understood to have stood seven for $100,000, four for a verdict against the *Times* but for $1 damages, and one for the *Times*.

In its argument KNX counsel showed no damages of any kind, but asked for damages on the legal presumption that the station might have suffered. The judge instructed the jury that if they felt KNX had suffered no actual damages then the verdict should be for $1 only.

Attorneys who handled the case for KNX were Lawrence Beelenson and Allan Ashburn. T. C. Cosegrove represented the *Times*. The allegedly libelous attack occurred on April 13, 1934. KNX programs were not published in the *Times* from April, 1934 until July, 1935.

The NATION'S STATION

ANNOUNCES

The completion of a new study

in regard to its

EFFECTIVE SALES AREA

Copies of this study may
be obtained on request

RADIO STATION
WLW
Cincinnati

LITTLE STORIES
of RADIO ADVERTISING

"Uncle Don's Bank"

The Greenwich Savings Bank is one of the oldest financial institutions in the United States. It was incorporated in 1833 and is, I believe, the largest savings bank in the country today.

Greenwich Savings Bank is the oldest continuous advertiser on WOR, also the oldest advertiser on Uncle Don's program, through which many thousands of listeners have been induced to join the Earnest Savers Club by genial Uncle Don.

The bank is located on Broadway at 35th Street, "right under" the Empire State Building tower.

Recently a party of youngsters were enjoying a conducted tour of the Empire State Building. From the observation platform 102 stories up, the teacher was indicating such points of interest as the Statue of Liberty, the George Washington Bridge, et cetera, when one youngster, pointing to a large red and white sign on the Greenwich Bank, piped up with "Hey, lookie guys, there's Uncle Don's bank."

Silly, isn't it? They spend 102 years establishing the name Greenwich Savings Bank in the minds and consciousness of several generations of New Yorkers but Uncle Don in five years has given it a new name so far as the present generation of New York youngsters is concerned. No wonder the bank gives him credit for having brought in more than 32,000 new savings accounts in one year and no wonder they have stayed with him through all these years, not even dropping off during the bank moratorium.

Uncle Don is an institution and there are few children living within the effective range of WOR's powerful signal who have not been influenced by Uncle Don's persuasive voice.

They save their pennies and eat their spinach and polish off their oatmeal and drink their tomato juice because Uncle Don tells them to. And of course they buy Borden's Mel-O-Roll—that's Uncle Don's Ice Cream.

They wouldn't know a vitamin from an ichthyosaurus but they get their cod liver oil in I.V.C. Pearls because Uncle Don tells them that is the way to grow big and strong. They look both ways before crossing the street and they wash their faces (and even behind their ears) with Fairy Soap.

Uncle Don promotes right living and clean thoughts — clean teeth too, and that calls for Calox Tooth Powder.

You may gather from this that Uncle Don is the mothers' best friend and helper, and you may gather also that Uncle Don does a very effective job of selling products used by children. He is and he does!

So we give you another famous "audience tested" program. We will appreciate an opportunity to tell you all about it.

Wm G Rambeau

●

WILLIAM G. RAMBEAU CO.

NEW YORK . CHICAGO . SAN FRANCISCO

Radio's First Special Representatives

Proposed Federal Licensing Fee For Stations Is Revived Again

Issue Raised Before House Subcommittee and Given The Support of Spokesmen Representing the FCC

THE PERENNIAL issue of setting up a fee system for broadcasting stations—under which they would pay to the government fees for the license privilege and perhaps other fees for filing applications, hearings and other procedures in order to reimburse Uncle Sam for the expenses of broadcasting regulation—was raised before the House Appropriations Subcommittee Jan. 7 and supported by spokesmen for the FCC, it was revealed.

In the course of the hearing, held last Dec. 6, Herbert L. Pettey, FCC secretary, stated that for the regulation of radio, including the field force, $679,952 was expended during the 1935 fiscal year. Presumably, this is the figure in mind in the drafting of a proposed license fee plan. Mr. Pettey also revealed that Chairman Sykes of the Broadcast Division has a survey under way to determine the practicability of a fee system, and indicated that it will be submitted to Congress at a later date.

The hearings were on the Independent Offices Appropriations Bill for 1937, which includes the FCC. The hearings were behind closed doors and were not released until the introduction of the bill on Jan. 7. An appropriation of $1,450,000 —which is $50,000 under the current appropriation — is recommended for the FCC.

Stock Transactions

TESTIMONY at the hearing by Chairman Prall and Secretary Pettey took a rather surprising turn. Mr. Prall also supported the fee proposal, which has been raised in Congress a half-dozen times since the old Radio Commission was created in 1927.

Mr. Prall, among other things, said members of the FCC were opposed to extension of the existing license period of six months for stations until "we succeed in bringing about a very great improvement in the standards of the programming". He also mentioned stock issuance by broadcasting stations and hinted the possibility of a "racket" developing from it.

From the very beginning, the broadcasting industry has opposed license fees on the ground that there is no precedent for it in Federal government and that it would be double taxation. They have maintained for example that railroads are not assessed fees for regulation of their lines by the Interstate Commerce Commission, nor is the Department of Commerce compensated by assessments upon the industries it benefits.

Mr. Pettey, however, responding to questions by Chairman Woodrum (D.) of Virginia, declared he felt broadcasters would be "willing to pay" such fees. The examination on this point was as follows:

Mr. WOODRUM. Are there any fees collected by or payable to the Communications Commission for any of this activity?

Mr. PETTEY. No fees; no, sir.

Mr. WOODRUM. Has any serious thought in any survey ever been made to determine the practicability of operating with a broadcasting fee or anything that would help pay some of the cost of this?

Mr. PETTEY. Yes, sir; Judge Sykes has under way now a survey being made by the lawyers and the engineers having in mind preparing legislation along that line if they get the proper results from their survey.

Mr. WOODRUM. As a matter of fact, the Communications Commission does render very valuable service to the broadcasters. There would appear to me to be no logical reason in the world why the broadcasters could not pay a reasonable service charge for that.

Mr. PETTEY. That is a feeling that I might say is shared by people in the broadcasting industry also, Mr. Chairman. They realize they are getting something for nothing and the opinion is so apparent, many statements have been made on and off the record by broadcasters that they would be willing to pay for services which are now rendered.

Program Supervision

THERE was considerable discussion of the six-month license, participated in by a number of committee members, and in this connection the supervision of programs was discussed. Mr. Prall brought out that the FCC merely has the revocation power in handling charges against stations, aside from the renewal of license citation. "If we had the right to suspend a station for a week or 10 days or a month," he said, "in my judgment that would stop more of this bad programming and other violations than anything else, but we have no such right."

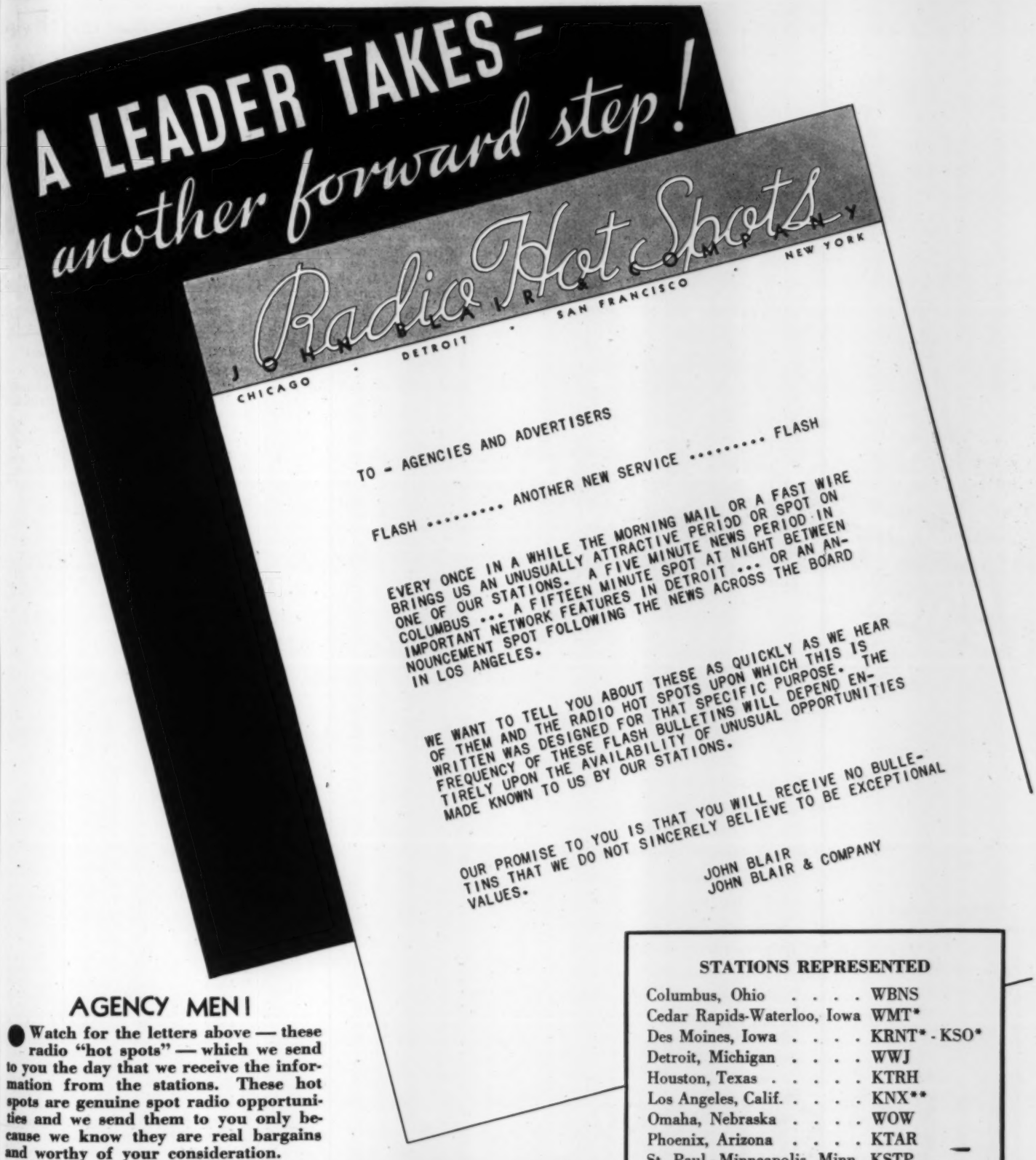
On this same score, Mr. Prall said:

The situation, Mr. Chairman, with respect to that is this, we have about 621 stations. I would say about three-quarters of them are what I would call absolutely reliably owned stations, well conducted, and in good condition in every way and well operated. Then, we have the balance of them that are what I would classify as a "poor station." They have a hard time making ends meet. They do not get the advertising sufficiently large to meet their expenses and they are liable to take almost anything that comes along to get the money, and we have most of our trouble with respect to bad programming over those stations, and I think it is the opinion of the Commission that until we succeed in bringing about a very great improvement in the standards of the programming that the 6-month period should be left as it is. Otherwise, if we had 90 percent of the stations as careful in their selection of programs and continuities as perhaps three-quarters of them are now, there would be no reason why we could not give them a year's license, but we have—well, I think at this moment we have something like 300 charges against stations, not against 300 stations, but 300 charges.

Respecting stock issues by broadcasting stations, Mr. Prall testified, under examination by Rep. Bolton (R.) Ohio:

Another thing that is quite serious is the possibility of a racket following this thing in the way of stock issues. They are beginning to get wise now to the fact that they might, by a stock issue, still retain control of

(Continued on page 53)


A LEADER TAKES—
another forward step!
Radio Hot Spots
JOHN BLAIR & COMPANY
CHICAGO · DETROIT · SAN FRANCISCO · NEW YORK
TO - AGENCIES AND ADVERTISERS
FLASH ..... ANOTHER NEW SERVICE ..... FLASH
EVERY ONCE IN A WHILE THE MORNING MAIL OR A FAST WIRE BRINGS US AN UNUSUALLY ATTRACTIVE PERIOD OR SPOT ON ONE OF OUR STATIONS. A FIVE MINUTE PERIOD IN COLUMBUS ... A FIFTEEN MINUTE SPOT AT NEWS PERIOD IN IMPORTANT NETWORK FEATURES IN DETROIT ... OR AN ANNOUNCEMENT SPOT AT NIGHT BETWEEN IN LOS ANGELES. SPOT FOLLOWING THE NEWS ACROSS THE BOARD
WE WANT TO TELL YOU ABOUT THESE AS QUICKLY AS WE HEAR OF THEM AND THE RADIO HOT SPOTS UPON WHICH THIS IS WRITTEN WAS DESIGNED FOR THAT SPECIFIC PURPOSE. THE FREQUENCY OF THESE FLASH BULLETINS WILL DEPEND ENTIRELY UPON THE AVAILABILITY OF UNUSUAL OPPORTUNITIES MADE KNOWN TO US BY OUR STATIONS.
OUR PROMISE TO YOU IS THAT YOU WILL RECEIVE NO BULLETINS THAT WE DO NOT SINCERELY BELIEVE TO BE EXCEPTIONAL VALUES.
JOHN BLAIR
JOHN BLAIR & COMPANY

AGENCY MEN!

Watch for the letters above — these radio "hot spots" — which we send to you the day that we receive the information from the stations. These hot spots are genuine spot radio opportunities and we send them to you only because we know they are real bargains and worthy of your consideration.

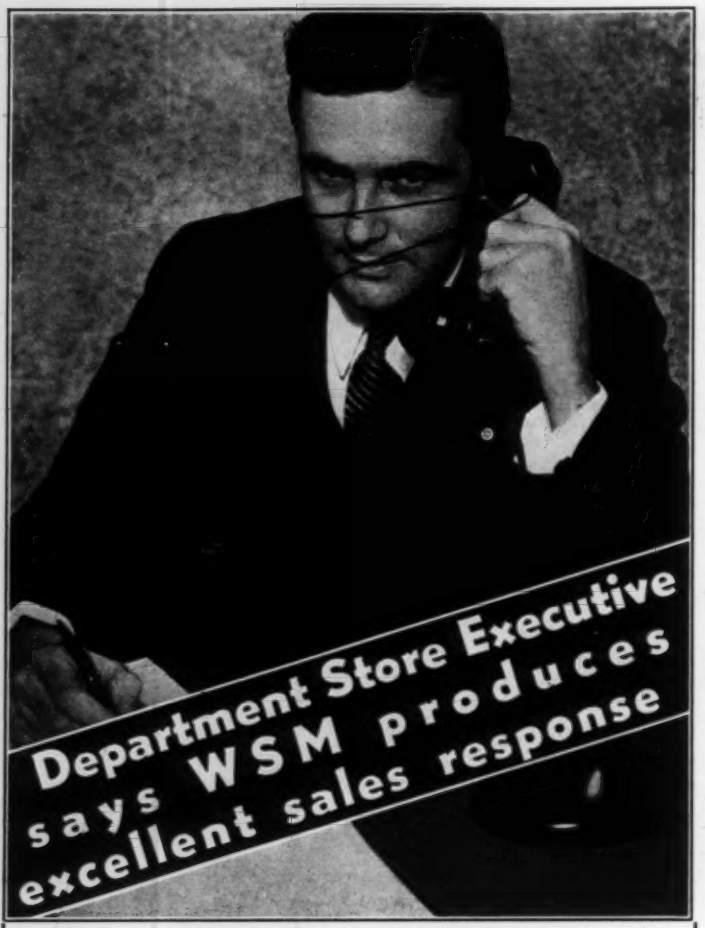
STATIONS REPRESENTED

Columbus, Ohio	WBNS
Cedar Rapids-Waterloo, Iowa	WMT*
Des Moines, Iowa	KRNT* - KSO*
Detroit, Michigan	WWJ
Houston, Texas	KTRH
Los Angeles, Calif.	KNX**
Omaha, Nebraska	WOW
Phoenix, Arizona	KTAR
St. Paul - Minneapolis, Minn.	KSTP
Salt Lake City, Utah	KDYL
San Francisco, Calif.	KSFO**
Shreveport, La.	KWKH - KTBS

*Forming the Iowa Broadcasting System.
**Permanent lines connect these two stations.

John Blair & Company

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
341 Madison Ave.	520 N. Michigan Ave.	New Center Bldg.	3100 Russ Building
Murray Hill 2-6084	Superior 8660	Madison 7889	Douglas 3188



Mr. John Sloan, Vice-President
The Cain-Sloan Company
One of the South's Largest Department Stores

● **"In renewing our current campaign over WSM, we are glad to report that we have had excellent direct sales response to our 'Personal Shopper Program.' You may also be interested to know that our various department buyers have advised us of a noticeable consumer preference for products independently advertised over your station."**

—JOHN SLOAN

Ask your dealers and jobbers about WSM's sales influence in the South.

WSM 50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
Incorporated
Nashville, Tennessee

Gruen Watch Poll Attracts Big Vote

Plurality for President Noted In Ballot on MBS Program

WITH 43,257 ballots received in the first national radio straw vote, Gruen Watch Co., Cincinnati, found that 30,298 answered "yes" and 12,958 answered "no" to the question "Should President Roosevelt Be Reelected?" The contest ended the last week in 1935, with the sponsor giving total of 50 watches for best letters. The program is heard Tuesdays and Thursdays on MBS and was renewed Dec. 31 for another 13 weeks. Drew Pearson and Robert S. Allen, Washington correspondents, conduct the program under the title *Washington Merry-Go-Round.*

Ballots were obtainable in local jewelry stores and 100-word letters were invited. Five watches were given weekly for the best "yes" letters and five for the best "no" letters, the number being doubled in the final week.

The proportion in favor of reelecting the President was 70%. This contrasts with 57.69% voting against the Administrator in the *Literary Digest* poll, where the question was: "Do you now approve the acts and policies of the Roosevelt New Deal to date?"

Cause of Discrepancy

NINETY per cent of those who voted in the *Merry-Go-Round* poll submitted letters, many of which were examined by Republican and Democratic officials. The difference in the way the questions are framed is believed to have accounted for the variation in results of the polls, some 38% of those voting for Roosevelt in the *Merry-Go-Round* poll doing so because of his "sincerity of purpose", although they did not agree with some of his policies. Such persons would have voted "no" in the *Digest* poll.

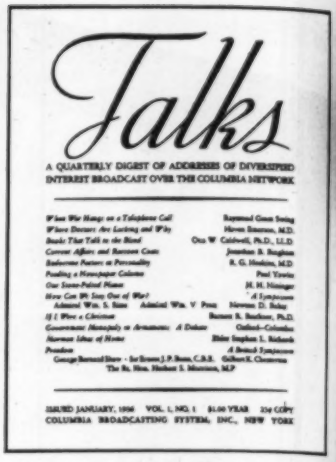
Pearson and Allen twice weekly asked MBS listeners to vote and the poll also was advertised in 20 newspapers. The total of 43,257 ballots was piled up in four weeks. De Garmo-Kilborn Corp., New York, is the Gruen agency.

Vanderbilt Sponsored

JOSEPH MARTINSON Inc., New York (Martinson's coffee) on Jan. 12 began a new series of spot programs on WEAF, New York, Sundays, 1:30-1:45 p. m., for 13 weeks. Cornelius Vanderbilt Jr., the first newspaper man to interview Adolf Hitler upon his becoming Chancellor of Germany and who also interviewed Premier Mussolini under similar circumstances is commentator. Albert Frank-Guenther Law Inc., New York, placed the account.

Gurney for Senate

J. CHANDLER GURNEY, former manager of WNAX, Yankton, S. D., and son of D. B. Gurney, president of the corporation owning the station, on Jan. 4 announced his candidacy for the Republican Senatorial nomination in South Dakota. The primaries will be held in May. The term of Senator Bulow, Democrat, expires in 1937.


Talks
A QUARTERLY DIGEST OF ADDRESSES OF DIVERSIFIED INTEREST BROADCAST OVER THE COLUMBIA NETWORK
ISSUED JANUARY, 1936 VOL. I, NO. 1 $1.00 YEAR 25¢ COPY
COLUMBIA BROADCASTING SYSTEM, INC., NEW YORK

Jacket of New CBS Periodical

SOMEWHAT along the lines of *The Listener* widely circulated weekly published by the British Broadcasting Corp., but in the format largely of *Reader's Digest*, is *Talks*, the new quarterly digest published this month by CBS to preserve representative speeches, debates and symposiums heard over that network.

The first issue consists of 60 pages with a foreword by CBS President Paley, who states its purpose as follows: "Columbia believes that the occasional printing of a digest of selected radio broadcasts would prove of value and interest to our listeners . . . not because such broadcasts have been uniquely meritorious but rather because they are representative of the whole open forum which American radio is today making possible." Ordinary editorial standards—personal judgment as to the significance, interest and points of view presented—dictated the selection of the nine talks, two symposiums and one debate contained in the initial issue, Mr. Paley pointed out.

Talks is being published on a paid circulation basis, costing 25 cents per copy or $1 per year. It may later become a monthly, depending upon its acceptance.

Freeman Case Delayed

FEDERAL JUDGE John C. Knox of the United States Southern District Court postponed litigation in the case of Charles Henry Freeman vs. NBC and Cecil, Warwick & Cecil Inc., New York agency, until Jan. 20 at the request of Charles H. Tuttle, formerly United States attorney for the Southern district, who appeared for Mr. Freeman's attorney and told the court that the defendant's attorneys were engaged elsewhere. The hearing was to be in the nature of a double action litigation. Mr. Freeman is asking to be freed from one part of the temporary injunction that has been served on him so that he may sue for damages. Cecil, Warwick & Cecil ask that the defendant be charged with contempt of court because of an interview he granted to a reporter of the *New York Sun.* This interview the agency contends violated the conditions of the injunction. The hearings are an outgrowth of the Sherwin-Williams *Metropolitan Auditions* program on NBC, which Mr. Freeman claims he has copyrighted.

It's Not the New Year's Resolutions You Make that Count,

..IT'S THOSE YOU CARRY OUT!

Last year, a substantial number of progressive broadcasters resolved they would do their best to increase their business, and they took the course of least resistance but greatest effectiveness. That is why BROADCASTING'S advertising lineage showed an increase of

54.9%

for 1935 as compared with 1934

Aggressive broadcasters, in 1936, are doing the same thing. The one sure way of reaching all of the radio time buying prospects is use of display space in the magazine which the "time-buyers" regard as their radio "Bible".

BROADCASTING'S Lineage Box Score

Year	Lines	% Increase over Preceding Year
1932	183,568	------
1933	240,856	31.21
1934	325,556	35.17
1935	504,427	54.94

Rates and Coverage Data on Request

BROADCASTING
combined with
Broadcast Advertising

NAT'L PRESS BLDG. WASHINGTON, D.C.

EYE TEST

HOLD THIS PARAGRAPH OFF AT ARM'S LENGTH. NOTE THE CONFUSING VIBRATIONS THAT MAKE IT HARD TO READ. DOESN'T YOUR EYE INSTINCTIVELY TURN AWAY FROM IT TOWARD TYPE THAT IS CLEARER, MORE ENJOYABLE? COMPARE THIS WITH THE PARAGRAPH BELOW.

◆

CAN'T YOU READ THIS EASIER THAN THE PARAGRAPH ABOVE? IT IS CLEAN AND CLEAR AND HAS NO EXTRANEOUS VIBRATIONS. THE SAME IS TRUE OF WORLD RECORDINGS. THEY ALSO ARE CLEARER AND FREE OF CONFUSING VIBRATIONS. RADIO PAYS WHEN YOU BUY THE BEST. MAKES ALL THE DIFFERENCE IN THE WORLD.

WORLD BROADCASTING

Other offices and recording studios at: 400 West Madison St. Chicago, Illinois; 555 South Flower St., Los Ang... Offic...
SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF W...ADCA...

XUM

EAR TEST

National magazine advertising calls for the best eye appeal—it demands the best in artwork, copy and printing. Any advertising represents too great an investment to put it at the mercy of poor production. A publication advertiser who buys poor photographs or cheap engravings starts with a heavy handicap in the race for results.

Radio advertising calls for the best ear appeal. The economy of the best production job applies with equal force. With thousands of dollars in time costs at stake, why take a chance on second-rate transcriptions? It isn't worth the small saving to stint on the quality of your recorded program, because the audience won't listen to a poor transcription of even the finest artists!

There is no finer recording available than that afforded by World's vertical process. Many radio and advertising men consider World Broadcasting System the leader in the field of electrical transcriptions.

WORLD keeps step with
RADIO PROGRESS in 1936

The new offices of World Broadcasting System at 711 Fifth Avenue, in the heart of New York's radio and advertising districts, represent only the latest step in a six-year march of progress. The completion of the new recording studios marks a new era for electrical transcriptions. From every standpoint, they are the finest that the science of sound reproduction has yet been able to devise.

For World is more than just a transcription company. It is a unified organization designed to supply a much needed service to radio. World is a broadcasting *system*, in every sense of the word. No matter what the requirements may be, if they involve recorded programs, World is ready to meet them.

Write for WBS complimentary booklet "For Radio Results, Facts First—Then Continuous Research" reprinted from an article by the President of one of the largest national advertisers using radio today. It is an excellent guide to successful broadcast advertising.

TRADE MARK REG. U.S. PAT. OFF.

G SYSTEM, Inc. NATIONAL BROADCASTING BUILDING
711 FIFTH AVENUE, NEW YORK, N. Y.

os Angeles. Offices also at 523 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, Calif.
OF WORLD BROADCASTING SYSTEM, INC.), WESTERN ELECTRIC LICENSEE

XUM

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING
PUBLICATIONS, Inc.

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

The Liquor Ban

EVER since repeal, we have held the view that stations would be exercising good judgment if they avoided hard liquor accounts altogether. There appeared to be no reasonable objection, however, to the acceptance, at proper hours, of purely "trade-mark" or identity advertising from distillers.

We are still of the opinion that stations, on the whole, would be better off if they didn't accept liquor advertising at all. There is enough good business of unquestioned good taste available, and there are many virgin fields for radio, still to be developed.

This, however, does not alter our view with respect to the action of Dr. J. M. Doran and his Distilled Spirits Institute in taking steps to ban radio advertising. If individual distillers themselves elect not to use radio, that is their own business. But when a trade association campaigns against the use of one medium, in favor of others, it becomes discrimination. There are those who believe the action embodies undue restraint of trade.

Telling the Politicians

THE TEMPEST in a teapot stirred up by the demand of Chairman Fletcher of the Republican National Committee for the same hour and same networks for a Republican reply to President Roosevelt's unprecedented evening radio address at the opening of Congress was a manifestation of the politicians' high regard for radio as a campaign medium which even the press had to play up as front-page news. But at the same time the incident should serve as a warning to broadcasters lest they fall too easy prey to the politicians before the campaigning really begins.

We think President Paley's reply to Mr. Fletcher, in which he differentiated between Roosevelt the President and Roosevelt the candidate, and in which he firmly upheld the network's right to exercise its own editorial judgment against political domination, was a masterful document that ought to be read by every broadcaster. All of us in radio know that the networks are not under partisan domination, that they have had an unblemished record in the past for fairness to the parties and candidates, and that radio stations along with networks have time and again given up revenue-bearing hours for the sustaining periods that both parties and individual speakers have demanded from time to time between elections. More than that, in giving up such commercial periods, the networks and stations usually have had to dig into their own pockets to reimburse scheduled artists who were displaced and they have invariably had to rebate the sponsors for the time lost.

The whole episode reveals how delicate a subject this political thing is for radio. We understand the Republicans, and possibly later the Democrats, would like to buy preconvention time for national political broadcasts. We think it would be a serious mistake to sell them such time on the networks; political speakers, until the actual campaigning is under way after the nominating conventions, should be placed in the sustaining category with each side as equally represented as the broadcasters can possibly allow within limits of listener interest and program balance. We think, too, that it would be a serious mistake to charge premium rates to the politicians. In both national and local elections, the rates for time should be prevailing commercial rates—and, of course, under the "equal opportunity" clause of the communications act each candidate or spokesman must be given the same opportunity that his rival gets. This may mean disruption of regular schedules and displacing of programs more popular with the audience than political speeches. But it is one of those conditions which the broadcasters must face every four years—and oftener locally—and meet with utmost discretion in recognition of the essential public service character of their medium.

The Wrong Tack

AT EVERY new session of Congress, without fail, someone has raised the proposal to charge broadcasting stations fees to bear the cost of radio regulation,—that is, the FCC's expenditures. The old Radio Commission submitted a few propositions of that kind several years ago and former Senator Dill championed the plan when he was Senate radio leader.

We fail to see any justification, precedent or merit in these plans. Uncle Sam has had plenty of opportunity to do the same thing in connection with railroads, which have a far more comprehensive industrial background, and which are regulated by the Interstate Commerce Commission. The Department of Commerce, which helps many industries, has never been reimbursed by any special assessments or license fees, nor does the Tariff Commission get a slice of our imports. There are scores of other governmental agencies which regulate industry and enterprise and none of them is supported by any such special levy.

Moreover, there appears to be a lack of understanding on the part of the spokesmen for the FCC before the House Appropriations Subcommittee as to why the FCC was created. The FCC was created to protect the interests of the public and to see that those entrusted with broadcasting franchises are serving the public satisfactorily. It is not giving "something for nothing" to broadcasters.

If broadcasters were required to pay for their franchises there are those who would feel they were entitled to some guarantee of security, rather than operate on a month-to-month basis. It is axiomatic that the man who pays the fiddler names the tune. The Federal government should not place itself in any such position.

We feel that Federal revenues should come from normal taxation sources, not through special discriminatory levies against a particular industry or group of industries. Broadcasters, like other businesses, pay Federal income, corporate and other taxes. They should not be placed in the untenable position of paying the salaries and the overhead of the agency which directs their destinies in a regulatory way.

The RADIO BOOK SHELF

FORTY special telephone operators in the NBC studios and an even larger number in each city to which Chase & Sanborn dedicates its weekly programs are utilized each Sunday night to receive the thousands of votes recorded for the young hopefuls in the *Maj. Bowes Amateur Hour* over the NBC-WEAF network. This is disclosed in the Jan. 4 *New Yorker*, which publishes an intimate review of the Bowes show and its background written by Morris Markey. The sponsor, it is stated, does a lot of exploiting and advertising in each city to which the program is dedicated. Maj. Bowes and his staff audition 600 out of the 10,000 applications received weekly, picking 15 for the show—out of which at least one "is going to be terrible anyway" and hence the supply of material for the gong. The sponsor pays him $5,000 a week for the show, and trade circles estimate that the hookup costs about $15,000 more for time. But Bowes personally owns the rights to the 10 traveling units, out of which he and his organization are estimated to have cleared a cool million dollars during 1935.

LOWELL THOMAS, world traveler and radio commentator, has written a booklet for publication by Crosley Radio Corp. and distribution through its dealers, giving a log of foreign short wave radio stations, times they are heard in this country, and where to dial them. The booklet is profusely illustrated and Mr. Thomas gives salient data about the countries in his characteristic style.

THE 1936 edition of the *Radio Amateur's Handbook*, published by the American Radio Relay League, West Hartford, Conn. ($1) contains 480 pages with 21 chapters of information for amateurs, technicians and students. The book has been completely revised and includes 500 diagrams, charts and illustrations as well as a catalog section.

We Pay Our Respects To —

DONALD FLAMM

"THERE is room for another network, but it must be built gradually and methodically, a link at a time." Those were the words of Donald Flamm about a year ago after observing the demise of the last of a cycle of "third network" projects which had been unable to stand the financial gaff.

Today Donald Flamm, at 35, is the head of a modest network project—the Inter-City Group. His own station, WMCA, New York, is feeding seven other outlets along the Eastern Seaboard with sufficient time sold to make it a worthwhile enterprise for the affiliates. As a matter of fact, he prefers not to call it a network at all. He says it is a mutual organization which "ultimately aspires to become a network."

Although his retiring manner belies it, Donald Flamm is a product of Broadway. At 16, he was a reporter for the school page of the *Brooklyn Home News*, and managed to earn spending money by writing at space rates for the *Brooklyn Daily Eagle*. At 22 he published theatre programs, from which business developed the Times Square Printing Co., and *New York Amusements*, a theatrical publication which won real success. Before entering radio in 1925 he was for several years the publicity representative of the Shuberts, famous theatrical producers.

While still in the printing business in 1925, Flamm evinced an interest in radio. Very few stars of the stage or screen had ever been brought before the microphone. He carried that idea to WMCA, then under another management in the McAlpin Hotel. There soon started a "dramatic critic of the air" feature, with guest stars at every broadcast—perhaps the first general adaptation of the guest star idea now so prevalent in radio. Among the stars introduced in these Flamm radio features were Sophie Tucker, Al Jolson, Belle Baker and George Jessel, all of whom made their radio debuts on the same day in a special broadcast arranged and supervised by the young radio impressario, then 25.

Another idea he introduced over WMCA was the *Flamm Frolickers*, which he believes was the genesis of the "gang" or "family" program idea. This also was introduced in 1925.

During this same year Donald Flamm took over WMCA and organized the Knickerbocker Broadcasting Co., with Marion Gilliam as his partner. Later he bought out Mr. Gilliam's interest. The station was a part-time unit, but the Flamm organization subsequently acquired WPCH, Hoboken, which was combined with WMCA after a frequency change and the latter became a full-time regional station in the nation's biggest market.

In 1928, WMCA moved from the McAlpin Hotel to its present home at 53d & Broadway. Originally on one floor, the station now occupies four. Additional studios are being built, including a "little theatre" to seat an audience of some 250. Some two years ago WMCA was leased to a group of New York business men for operation as the key station of American Broadcasting System. The network project finally was dissolved and Mr. Flamm again took over the commercial as well as the technical operation of the station, having retained the latter functions during the leasehold.

Donald Flamm was born in Brooklyn in 1900. He was educated in the public and high schools of New York City, attending also the Brooklyn Law School and taking extensive courses at New York University and City College of New York. Seventeen years ago he began his career on Broadway as a reporter. Today he is personally acquainted with 90% of the outstanding stars of the theatrical and radio world. Many of the big names in radio, including Rudy Vallee, had their radio starts over WMCA.

An indefatigable worker, Flamm spends long hours at his office, and constantly listens to his station and the programs it feeds to the Inter-City Group. He served one term on the NAB board of directors and is considered an authority on the subject of musical copyrights, having served on the important copyright committee several years ago.

Founder and life member of the Jewish Theatrical Guild, and a member of the board of governors of the Friars Club, as well as a director of the Cheese Club, Donald Flamm is also active in the affairs of these organizations. He is a director of the Jewish Consumptives Relief Society of Denver, and a national director of the National Home for Children in Denver.

If Donald Flamm has any real hobby it is work, although he does play golf after a fashion. Once he wrote a play but he decided it was not worth offering a producer. He owns a large collection of symphony records and has an extensive library, yet finds most pleasure in working about WMCA.

Mrs. Flamm is the former Rhoda Bierman. They were married in 1921. Sidney Flamm, a brother, who introduced Donald to radio, is vice president of Knickerbocker.

PERSONAL NOTES

RICHARD A. BOREL, business manager of WBNS, Columbus, O., has been named manager and will retain his commercial activities. He succeeds Fred Palmer, resigned.

H. O. FEIBIG has been promoted from sales manager to station manager of KQW, San Jose, Cal. He formerly was sales manager of KJBS, San Francisco, and at one time was with the sales staff of the National Biscuit Co. and Gates Rubber Co. He replaces Charles L. McCarthy, who resigned in December to become Pacific Coast representative of Hearst Radio Inc.

EDWIN JAY QUINBY, formerly of RCA-Victor publicity and advertisement department where he founded and edited the company's *Broadcast News*, has joined the public relations department of Western Electric Co. in an editorial capacity.

NAYLOR ROGERS, manager of KNX, Hollywood, has been elected a director of the Los Angeles Advertising Club to fill the place of Norton Mogge, Los Angeles resident manager of the J. Walter Thompson Co., who was transferred to Seattle.

J. RAY CONLAN, formerly of KSFO, San Francisco, has joined KYA, that city, as account executive.

B. S. McCLANCY, NBC traffic department manager, has returned to New York after spending three weeks on the West Coast supervising inauguration of the New Pacific Blue network. Leaving San Francisco Jan. 7, he spent a few days in Hollywood inspecting the new NBC studios.

DR. FRANKLIN DUNHAM, NBC director of education and religion, attended the annual meeting of the American Association for the Advancement of Science, which met in St. Louis early in January. NBC also was represented by an educational exhibit.

W. B. LaBONTE has been named commercial manager of KGEZ, Kalispell, Mont.

WILLAN C. ROUX, in charge of advertising for NBC, in New York, is the father of a girl, Susanne, born Dec. 28 at Orange Memorial Hospital.

JAMES F. COX, who has been with WAVE, Louisville, since it was founded in December, 1930, has been promoted to commercial manager. He was formerly with the old WLAP before it was moved from Louisville to Lexington.

JOHN FARRELL has been named manager of CGSO, Sudbury, Ont. Colman Wilson has joined the announcing staff.

W. R. G. BAKER, formerly vice president in charge of engineering of RCA Mfg. Co., Camden, has been named managing engineer of the radio receiver station of General Electric Co., Bridgeport, Conn. Mr. Baker started his radio career in 1917 in the GE Schenectady plant and by 1926 was in complete charge of radio development, design and production. He joined RCA-Victor Corp. in November, 1929, as head of radio-engineering activities, and soon was placed in charge of production and later became general manager. He also was chairman of the RCA television committee.

MAURICE L. GAFFNEY, formerly managing editor of *Advertising & Selling*, was appointed head of the CBS Trade News Division on Jan. 6, succeeding Dorothy Sutherland. Mr. Gaffney had been with Batten, Barton, Durstine & Osborn Inc., New York agency.

DR. TRACY F. TYLER, secretary of the National Committee on Education by Radio, has returned to this country after nearly a three-month sojourn in Europe, during which he made a study of school broadcasting in a number of countries for the General Education Board. The second half of the study will relate to school broadcasting in the United States.

ED SIMS, well known in Southern radio, has joined WTAL, Tallahassee, Fla., as advertising director and in addition he will serve as specialty announcer.

JOE LEE, formerly program director of KADA, Ada, Okla., has been named manager of the station, C. M. Garnes remaining as commercial manager.

LLOYD ROSENBLUM, graduate student of the Wharton School of Finance and Commerce of the University of Pennsylvania, has been retained by WOAI, San Antonio, Tex., as merchandising man. He was trained under Dr. Herman S. Hettinger, a member of the Wharton faculty and research director of the NAB.

FRED FINLAYSON, recently with Adcraftsmen Agency, Salt Lake City, has rejoined the sales staff of KDYL, that city.

E. T. MITTENDORF has returned to WIND, Gary, Ind., as station manager after a year's absence, during which time the station has been managed by Dwight Northup, who has taken over the directorship of WTCN, Minneapolis. Mr. Mittendorf was general manager of WKRC, Cincinnati, from 1925 to 1934.

DR. LEON LEVY, president of WCAU, Philadelphia, who recently underwent an operation at Jefferson Hospital, went to Florida early in January to convalesce.

Arthur F. Kales

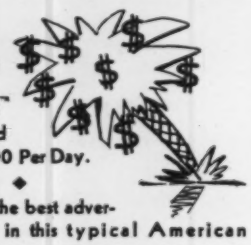
ARTHUR F. KALES, manager of KFI, Los Angeles, since its establishment, and of KECA while under the Earle Anthony ownership, died Jan. 2 in Los Angeles at the age of 54. He had been ill for more than a year and several months ago retired from active management of the stations. He is survived by his widow, Mrs. Lorraine Kales.

Mr. Kales was born in Phoenix, Ariz., was graduated from the University of California with a law degree, and became active in automotive circles. Following a period with Standard Oil Co. of California as advertising manager, he joined Earle C. Anthony Inc., Packard distributors for California, many years ago as advertising manager and held that post along with his radio interests. He was at one time a director of NAB.

Blind Announcer

KSFO, San Francisco, deserves one of Winchell's orchids for hiring Ralph Edwards, first blind announcer in northern California. With a good background in music, young Edwards, only 21 years old, produces his own Wednesday night programs, selecting the numbers, and dictating and then memorizing the continuity. He is not to be confused with the station's other Ralph Edwards, also an announcer-producer. Despite the coincidence of names, they are unrelated.

During 1934 Hawaiian Imports From U. S. Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

KGMB

HONOLULU, HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.

BEHIND THE MICROPHONE

LEE S. ROBERTS, nationally known song writer and radio personality, has been appointed program director of KYA, San Francisco, with Harry Rogers as his assistant. Roberts, composer of *Smiles, Patches, A Little Birch Canoe and You,* and other song hits, has been heard over the NBC-KPO network for the last year with his tri-weekly *Old Memory Box* program under sponsorship of J. A. Folger & Co.

VICTOR HERBERT LUND, formerly with stations in Buffalo, N. Y., has become program director of WIS, Columbia, S. C., which has just gone to 5,000 watts day on 560 kc. Frank Blair, formerly with WCSC, Charleston, S. C., and Francis Fitzgerald, of Spartanburg, S. C., have joined the WIS announcing staff.

SHELLEY HELMS has joined WAGF, Dothan, Ala., as announcer and pianist, replacing Douglas Edwards, who has gone to WSB, Atlanta. Clay Harris Jr., formerly announcer and assistant commercial manager of WAGF, has been named publicity director of the Martin-Davis theatre chain.

ANDY POTTER, for two years production manager of KGGC, San Francisco, resigned effective Jan. 15, to join KMJ, Fresno, Cal., in a similar capacity. While at KGGC, Potter developed the "blend" system of singing with phonograph records which has been widely adopted.

JOSE RODRIGUEZ, news and publicity editor of KFI, Los Angeles, on Jan. 6 started a course in the management and technique of broadcasting at the University of Southern California. Joseph Catanich, formerly manager of the Olesen Sound Studios, will conduct a course in radio production.

EXECUTIVE "MIKE" — Here is President Roosevelt using the new microphone stand made for him at the CBS Washington shops. The picture was taken at Atlanta when the President spoke at the Georgia Tech homecoming. Bob Trout, CBS presidential announcer, at left.

JAMES BURTON, of the continuity staff of KMTR, Hollywood, on Jan. 1 was transferred to the announcing staff.

MARJORIE McPHERSON, formerly of KOMO, Seattle, has joined the continuity staff of KYA, San Francisco. Donald Ralph, formerly of KHSL, Chico, Cal., has joined the KYA announcing staff.

GERTRUDE HUNKIN, secretary of WGAR, Cleveland, has announced her engagement to Ben Decker, production manager in Cleveland for Muzak Corp. (wired radio) and for some time a member of the WGAR announcing and program staff.

LEE LITTLE, formerly with KMOX, St. Louis, has joined the announcing staff of WJSV, Washington.

HUBERT McILREAVY, known as Hubert James over WFIL, Philadelphia, has joined the announcing staff of WRC, Washington.

ENOCH PRICE, editor of the Greensboro (N. C.) *Patriot*, has been named Roving Reporter of WBIG, that city.

WALTER WHITE, well known in the field of radio dramatics, has joined the announcing staff of KJBS, San Francisco. He had been associated with Earnshaw Radio Productions, Hollywood transcription concern.

EDWARD V. MURPHY, publicity director of KFRC, San Francisco, is the father of a girl born Dec. 26.

HOWARD R. BELL, with KMTR, Hollywood, for five months, early in January joined the announcing staff of KRKD, Los Angeles. At one time he was with KFKA, Greeley, Col. Harry Geise, for several years production manager of KRKD, resigned Jan. 1.

GARY DAVIS has joined the announcing staff of WBIG, Greensboro, N. C. Bob Poole, who had been handling several programs on WBIG, has returned to University of North Carolina to complete his law course. Dale Cobb, formerly of WBIG, has been named to a position with the Farm Credit Administration, Washington.

ERLU NEESE, soloist of WBIG, Greensboro, N. C., and Virginia Wilson McKinney, WBIG publicity director, were married Dec. 25.

SKYLAND SCOTTY WISEMAN and Lula Belle, his wife, both of the *WLS National Barn Dance*, are the parents of a girl born Jan. 3.

WILFE CARTER, who yodels as "Montana Slim," has been signed by Columbia Artists Bureau and is doing a thrice-weekly sustaining program on CBS. For ten months he performed on CFAC, Calgary, Alta.

CY LELAND, sports announcer of WBAP, Fort Worth, who covered the Sugar Bowl game at New Orleans for NBC, is to be married soon to Miss Oleta Winters.

KAY VAN RIPER, producer of Coronets and other historical serials on KFWB, Hollywood, resigned early in January to write stage plays.

MARK MURRAY, music arranger, and Connie Vance, publicity writer, both of KNX, Hollywood, on Christmas Day announced their marriage a few days previously.

BRUCE ROBERTSON, formerly of WMBH, Joplin, Mo., has joined W9XBY, Kansas City, and is doing a vocal feature under the title *Sentimental Bachelor.*

DAN WINN, formerly of KARK, Little Rock, Ark, has joined KFRO, Longview, Tex., as announcer-operator.

JACK RIASKA, recently writing and announcing advertising continuity in LaCrosse, Wis., has joined the announcing staff of KFJM, Grand Forks, N. D., replacing Gene Devitt, who has resigned to conclude a law course at University of North Dakota.

JERRY MOHR, formerly of CBS, has joined the announcing staff of WCAU, Philadelphia, replacing Alan Scott, who has been made assistant program director.

SID GOODWIN, for the last six years on the announcing staff of NBC, San Francisco, has been appointed night program supervisor in charge of the network's San Francisco studios. Harold Gibney, KGW, Portland, Ore., announcer, joins NBC's announcing staff in San Francisco Jan. 16. Both appointments were announced by Lew Frost, NBC Western division program manager.

JACKSON WHEELER, former announcer at KFI, Los Angeles, early in January joined the staff of KHJ, Los Angeles.

JACK WHITNEY, of the announcing staff of KADA, Ada, Okla., has been named program director. Paul Hughes, of the announcing staff, has foresaken radio to study at East Central College.

RAY RIOS, formerly of KRKD, Los Angeles, early in January joined the sales staff of KDYL, Salt Lake City.

CLIFFORD E. ADAMS, former staff announcer of WKRC, Cincinnati, and now a member of the Ohio bar, has been named political commentator of the station to cover civic and local political events.

Such Langwidge!

"GIMMIE it" was the cue in a recent Atlantic Refining Co. CBS script for the engineer to pickup Bob Hope from Boston. But Frank Parker wouldn't think of using such language. So he read it "let me have it", reaching for the telephone in the New York studio. The engineer was stymied a few seconds, but thinking fast, he realized what had happened and brought in Bob Hope after an embarrassing lag. Hope was playing in Boston with the new Ziegfeld Follies. To avoid wire charges and further trouble, the Atlantic show will be broadcast from Philadelphia Jan. 18 and 25 while the Follies plays there.

KSD IN ST. LOUIS

The Distinguished Broadcasting Station

W9XPD
KSD'S ULTRA SHORT WAVE AUXILIARY

KSD CENSORSHIP RULINGS CONFIRMED BY DECISIONS OF FEDERAL TRADE COMMISSION

At intervals the decisions of KSD's Censor are followed by similar rulings of the Federal Trade Commission.

A typical example was an advertising program offered to and rejected by KSD September 23, 1935. It was revised, resubmitted and rejected successively on September 26, October 1, 16 and 23. On October 28 the Federal Trade Commission issued a complaint on this case alleging "unfair competitive methods" and "other misleading representations."

The KSD Censor Protects Both Listeners and Advertisers

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

9
NEWS PERIODS
DAILY
WLBC—MUNCIE

STORM IN ATLANTA
Shuts Down Stations But They Soon Return to Air

THE worst storm in three decades, which almost isolated Atlanta, interrupted radio service there Dec. 28 and shut off network programs for nearly two days.

Lambdin Kay, manager of WSB, wired Harry Stone, manager of WSM, Nashville, that his station had gone off the air and WSM broadcast an explanation of the WSB predicament. It was the first time in 14 years that WSB had been silent for a whole day.

WGST assembled a battery receiving set and special antenna at Druid Hills Church and picked up CBS programs from surrounding stations, which were sent over remote lines to the transmitter and rebroadcast. Stations picked up were WBT, Charlotte, WDOD, Chattanooga, and WHAS Louisville.

March Chairman of FTC

COL. CHARLES H. MARCH has been named chairman of the Federal Trade Commission, succeeding former Congressman Ewin L. Davis. The post rotates annually. Col. March is serving his second term as chairman since his appointment to the Commission in 1929, having been chairman in 1933. He was named to the Commission in 1929 for a term which expired Sept. 25, 1935, and was reappointed last September by President Roosevelt for another seven years.

IN THE CONTROL ROOM

THE ENGINEERING staff of WMCA, New York, held their annual staff party at the transmitter Jan. 3. The entire engineering staff was present with wives, together with heads of the other departments of WMCA. Only electrical transcriptions were used for entertainment, with no copyright restrictions.

R. MORRIS PIERCE, chief engineer of WGAR, Cleveland, has been elected president of the Cleveland division of the Institute of Radio Engineers. At the recent meeting of the division he spoke on WGAR's new half-wave uniform cross-section vertical antenna, which he designed. Other officers elected were John Aitkenhead, WADC, Akron, vice president; J. E. Hill, WHK, Cleveland, secretary-treasurer.

HAROLD DOLE, formerly with WTAQ, Eau Claire, Wis., which has been moved to Green Bay, Wis., after its purchase by St. Norbert College, has joined the engineering staff of the college's two stations, WTAQ and WHBY.

DR. F. G. KEAR, formerly with the Bureau of Standards and lately with the Washington Institute of Technology, has joined the staff of James C. McNary, Washington consulting engineer.

RICHARD N. CHINDBLOM, for the last two years a member of the CBS engineering staff in Chicago, has been named Chicago production director of the network.

RICHARD F. LEWIS, chief engineer of KDON, Monterey, Cal., was married Dec. 25 to Miss Marian Park, of Los Angeles.

R. C. STINSON, technical supervisor of WBAP, Fort Worth, engineered a 600-mile remote program recently from the Texas Centennial headquarters for the station and Texas Quality Network.

PAUL DANIELS, formerly chief operator of KFBI, Abilene, Kan., has joined the Department of Commerce airways station at Lebo, Kan., with G. H. Johnstone now filling the post.

WILLIAM H. DAVIS, who resigned as engineer on the staff of WJDX, Jackson, Miss., to file application for a 100-watt station in Jackson, is publishing a radio weekly, *The Air Journal*.

VINTON WRIGHT, formerly a lighting engineer of Giant Mfg. Co., Council Bluffs, has joined the engineering staff of KOIL, Omaha.

JULIAN C. SMITH, John T. Hubbard and Sidney Spencer, engineers at WAGF, Dothan, Ala., are making improvements on the composite transmitter and remodeling studios.

RALPH D. DUBOIS, chief engineer of KFRO, Longview, Tex., is the father of a boy born recently.

HARRY EHRHART, veteran Philadelphia engineer, has joined the engineering staff of WCAU, that city.

JOHN MALLOY has joined the engineering staff of KADA, Ada, Okla., and Thomas Hubbard has been named transradio news operator.

THE STRATOSPHERE gondola in which Captains Stevens and Anderson ascended to a 74,000-foot record altitude last November, on Jan. 6 was placed on exhibition in front of the RCA Bldg. in Radio City, to be there for a month and then lodged permanently in the Smithsonian Institution in Washington.

WMCA Rate Card

WMCA, New York, has issued a new rate card, effective Feb. 1, representing an increase of 10% on the quarter-hour period; 20% on a half-hour and 22% on a full hour. An important change is the limiting of spot announcements to 50 words or half-minute transcriptions. Hundred-word announcements and one-minute discs will be accepted only subject to availability — that is, where they can be worked in between sustaining programs. The new WMCA rates also apply to Inter-City Presentations.

RESPONSE!

BROADCAST at the day's low-point of listener-interest (4:00 to 4:30 P. M.) the WTMJ "Corner Grocery" program in one month brought a mail response from 2,479 listeners (no "give-away hook") in 232 towns in five states.

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

WDAY • WDAY • WDAY •

MONEY! MONEY! MONEY!

Yes, Sir! Us North Dakota farm folks made $94,637,000 more in 1935 than we did in 1934! This here whole Red River Valley is a-booming! Wanta go along?

WDAY, INC.

N. B. C.

FARGO, N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FREE, JOHNS & FIELD INC., NATIONAL REPRESENTATIVES

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

RCA Mfg. Co., Camden (radios), 39 *sa*, thru Lord & Thomas, N. Y.
Kellogg Co., Battle Creek (cereal), 39 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Hawk & Buck Co., Fort Worth (work clothes), 52 *sp*, direct.
Universal Mills Inc., Fort Worth (feed, flour), 100 *sp*, thru Tracy-Locke-Dawson Inc., Dallas.
Staley Sales Corp., Decatur, Ill. (syrup), 300 *ta*, thru Gardner Adv. Co., St. Louis.
Ironized Yeast Co., Atlanta (proprietary), 13 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Dodge Bros. Corp., Detroit (autos), 20 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Bethlehem Steel Co., Bethlehem, Pa. (wire fences), 39 *t*, direct.

KYA, San Francisco

Carlsbad Crystal Sales Co., New York (Carlsbad crystals), 3 weekly *sp*, thru H. M. Kiesswetter Adv. Agency, New York.
Pacific Guano Co., Oakland, Cal. (snail bait), daily *ta*, thru Tomaschke-Elliott Inc., Oakland.
Philco Radio & Television Corp. of California, San Francisco (radios), 12 weekly *sa*, direct.

WHP, Harrisburg

General Mills Inc., Minneapolis (Bisquick), 6 weekly *ta*, thru Knox-Reeves Adv. Inc., Minneapolis.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., Baltimore.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Kellogg Sales Co., Battle Creek, Mich. (cereal), 9 *sa*, direct.

WSPD, Toledo

Dodge Bros. Corp., Detroit (autos), 24 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Lake Shore Electric Railway Co., Sandusky, O., 10 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Ford Motor Co., Detroit (autos), 36 *sa*, thru N. W. Ayer & Son Inc., N. Y.

KFBI, Abilene, Kan.

Ralston Purina Co., St. Louis (Purina chow), 13 *sp*, direct.
Olson Rug Co., Chicago (rebuilt rugs), 12 weekly *sa*, thru Philip O. Palmer & Co. Inc., Chicago.

WAGF, Dothan, Ala.

Stanback Medicine Co., Salisbury, N. C. (proprietary). 7 weekly *sa*, direct.
Chattanooga Medicine Co., Chattanooga (almanac), 7 *t*, thru Neisser-Meyerhoff Inc., Chicago.

KFRO, Longview, Tex.

Mantle Lamp Co. of America, Chicago (Aladdin lamps), 13 *t*, thru Presba Fellers & Presba Inc., Chicago.
Chattanooga Medicine Co., Chattanooga (proprietary), 7 *ta*, thru Neisser-Meyerhoff Inc., Chicago.

WFIL, Philadelphia

Maryland Pharmaceutical Co., Baltimore (Rem-Rel), 21 weekly *sa*, thru Joseph Katz Co., Baltimore.

WFBL, Syracuse

Benjamin Moore & Co., Philadelphia (paint), weekly *sp*, direct.

WBAP, Fort Worth

Chattanooga Medicine Co., Chattanooga (almanac), 7 *ta* thru Neisser-Meyerhoff Inc., Chicago.
Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
J. A. Folger & Co., Kansas City (coffee), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
A. C. Legg Packing Co., Birmingham (meat), 13 *sa*, thru Silver & Douce Co., Birmingham.

WMBH, Joplin, Mo.

Mid-Continent Petroleum Corp., Tulsa (DX gasoline), 6 weekly *t*, thru R. J. Potts Co., Kansas City.
Carter Medicine Co., New York (liver pills), 3 weekly *t*, thru Street & Finney Inc., N. Y.
Midwest Grunow Inc., Kansas City (radios), 2 weekly *t*, direct.
Washburn, Crosby Co., Kansas City (Gold Medal flour), 26 *sa*, direct.

WBOW, Terre Haute

Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Ford Motor Co., Detroit (autos), 1 *sp* (basketball championship game March 28), thru N. W. Ayer & Son Inc., Philadelphia.

WENR, Chicago

Hurley Machine Co., Chicago (Thor Ironer), 4 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Bulova Watch Co., New York, 667 *sa*, thru Blow Co. Inc., N. Y.

WOR, Newark

Bigelow-Sanford Carpet & Rug Co., New York, 2 weekly *sp*, thru Newell-Emmett Co. Inc., N. Y.
Olson Rug Co., Chicago (rebuilt rugs), weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Florida Citrus Commission, Tampa (fruit), 3 weekly *t*, starting Jan. 31 thru Ruthrauff & Ryan Inc., N. Y.
B. C. Remedy Co., Durham, N. C. (proprietary), 3 weekly *sp*, thru Charles W. Hoyt Co., N. Y.
Walker Gordon Laboratory Co. Inc., Plainsboro, N. J. (acidophilus milk), weekly *sp*, thru Donahue & Coe Inc., N. Y.

WMCA, New York

S. S. Stafford Co., New York (household supplies), 2 weekly *sp*, thru Montrose Adv. Agency, N. Y.
Pure Oil Co., Chicago (Purol gasoline), 12 weekly *ta*, thru Freitag Adv. Agency, Chicago.
W. A. Sheaffer Pen Co., Ft. Madison, Ia., 6 weekly *t*, thru Philip O. Palmer & Co. Inc., Chicago.

WGY, Schenectady

Borst & Burhans Co., Cobleskill, N. Y. (Sure-Rising pancake flour), 10 *sa*, thru DeRouville Adv. Agency, Albany.
Bureau of State Publicity, New York, 13 *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father Johns medicine), daily *sa*, thru John W. Queen, Boston.

KNX, Hollywood

Walter McCook, Philadelphia (yarn), 1 *t*, thru Northwest Radio Adv. Co., Seattle.

From Pittsburgh Press

The Battler's got to train somewhere else. He's a Major Bowes fan and every time the gong rings he quits fightin'.

KDKA, Pittsburgh

Lancaster County Seed Co., Paradise, Pa. 6 *t*, thru C. F. Kern Adv. Agency, Philadelphia.
E. L. Knowles Co. Inc., Springfield, Mass. (liniment), 91 *sa*, thru De Forest Merchandising Bureau, Springfield, Mass.
Carleton & Hovey Co., Lowell, Mass. 91 *sa*, thru John W. Queen, Boston.
Olson Rug Co., Chicago (rebuilt rugs), 78 *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Standard Oil Co. of New Jersey, New York, 78 *sp*, thru Marschalk & Pratt, Inc., N. Y.
Sleetex Co., New York, 6 *sa* thru Hubert & Jones Adv., N. Y.
Fels & Co., Philadelphia (Fels Naptha soap), 234 *sp*, thru Young & Rubicam Inc., N. Y.
Florida Citrus Commission, Tampa, Fla., 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Foley & Co., Chicago, Ill., (proprietary), 78 *sp*, thru Lauesen & Salomon, Chicago, Ill.

KGO, San Francisco

E. Fougera & Co., Inc., New York (Vapex), 5 weekly *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.
Reid, Murdoch & Co., San Francisco (canned food), 6 weekly *sa*, thru Roy Alden & Associates Inc., Los Angeles.
Moon Glow Cosmetic Co., Los Angeles (cosmetics), 3 weekly *sa*, thru Emil Brisacher & Staff, Los Angeles.
Wheatena Co., Rahway, N. J. (cereal), 3 weekly *t*, thru McKee & Albright Inc., Philadelphia.

WHK, Cleveland

H. J. Heinz Co., Pittsburgh, 5 weekly *sa*, thru Maxon Inc., Detroit.
Lake Shore Electric Railway, Sandusky, O. (transportation), 6 weekly *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Carter Medicine Co., New York (liver pills), 3 weekly *sa*, thru Street & Finney Inc., N. Y.

KGB, San Diego

George A. Hormel Co., Los Angeles (soup), 6 weekly *sa*, direct.
Gallenkamp Stores, San Francisco (shoes), 156 *sa*, direct.
Calso Water Co., San Francisco, 312 *sa*, thru Ben Johnson & Associates, San Francisco.

WDRC, Hartford

Massachusetts Mutual Life Insurance Co., Springfield, Mass, 26 *t*, thru R. J. Potts Co., Kansas City.
Phoenix Mutual Life Insurance Co., Hartford, 26 *t*, thru Atherton & Currier Inc., N. Y.

WMAQ, Chicago

Hurley Machine Co., Chicago (Thor Ironer), 4 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KDYL, Salt Lake City

Union Pacific Railroad, Omaha, 3 weekly *sa*, thru Ernest Bader & Co., Omaha.

KGVO, Missoula, Mont.

Reid, Murdoch & Co., Chicago (Monarch food), 2 daily *sa*, thru Rogers & Smith Adv. Agency, Chicago.

Pure Oil Campaign

PURE OIL Co. of the Carolinas, through Freitag Adv. Agency Inc., has just signed contracts with WBT, Charlotte, N. C., for a large amount of time during 1936. Pure Oil will start with a weekly half-hour night program and within a few weeks will add five 15-minute evening transcriptions featuring the life story of *Jimmy Matters*, six five-minute daytime programs and several announcements daily. This marks the largest radio expenditure Pure Oil has made in years.

NETWORK ACCOUNTS

New Business

WECO PRODUCTS Co., Chicago (Dr. Wests toothbrushes) on Feb. 24 starts *George Olsen & Ethel Shutta* on NBC-WJZ network, Mondays, 10-10:30 p. m. Agency: J. Walter Thompson Co., Chicago.

REMINGTON RAND Inc., Buffalo (office equipment) on Jan. 27 starts *Edwin C. Hill* on NBC-WEAF network, Mon., Wed., Fri., 7:30-7:45 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CORN PRODUCTS REFINING Co., New York (Kre-Mel, Linit, Karo, Mazola) on Jan. 20 starts *Musical Revories* on 37 CBS stations, Mon., Wed., Fri., Sat., 12:15-12:30 p. m. Agency: E. W. Hellwig Co., N. Y.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive soap) on Jan. 11 started *Palmolive Beauty Box Theatre* on 57 CBS stations, Saturday, 8-9 p. m., repeat at 11 p. m. Agency: Benton & Bowles Inc., N. Y.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive shave cream and brushless shave) on Jan. 15 starts *Gang Busters* on 52 CBS stations, Wednesdays, 10-10:30 p. m. Agency: Benton & Bowles Inc., N. Y.

COLGATE - PALMOLIVE - PEET Co., Jersey City (Super Suds, Colgate dental products) on Jan. 13 started *The Goldbergs* on 56 CBS stations, Mon. thru Fri., 5:45-6 p. m. Agency: Benton & Bowles Inc., N. Y.

GEO. W. LUFT Co., Long Island City, N. Y. (cosmetics) on Jan. 21 starts *Jimmy Fidler and Hollywood Gossip* on 43 CBS stations, Tuesdays, 10:30-10:45 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

WHELAN DRUG STORES DELAWARE Corp., New York (chain stores) on Jan. 5 started *Yours Sincerely* with Isham Jones orchestra on MBS (WOR, WOL, WFIL), Sundays, 6-6:30 p. m. Agency: Young & Rubicam Inc., N. Y.

AXTON - FISHER TOBACCO Co., Louisville (Spud cigarettes) on Jan. 7 started *Tex O'Reilly* and Enoch Light's orchestra on MBS (WOR, WLW), Tuesdays, 11-11:30 p. m. Agency: Kenyon & Eckhart Inc., N. Y.

JERGENS WOODBURY SALES Corp., Cincinnati (cosmetics, soap) on Jan. 5 started *Paul Whiteman's Musical Varieties* on 39 NBC-WJZ stations, Sundays, 9:45-10:30 p. m., with repeat at 11:30. Agency: Lennen & Mitchell Inc., N. Y.

PEPSODENT Co., Chicago (toothpaste) on Jan. 10 started *Al Pearce Gang* on 28 NBC-WJZ stations, Fridays, 9-9:30 p. m. Agency: Lord & Thomas, Chicago.

SMITH BROS., Poughkeepsie, N. Y. (cough drops) on Jan. 5 started *Melody Matinee* on 17 NBC-WEAF stations, Sundays, 2-2:30 p. m. Agency: Brown & Tarcher Inc., N. Y.

LARUS & BRO. Co., Richmond (Edgeworth tobacco) on Jan. 29 starts *Corn Cob Pipe Club of Virginia* on 28 NBC-WJZ stations, Wednesdays, 9-9:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

F. W. FITCH Co., Des Moines (cosmetics) on Jan. 24 starts *Wendell Hall* on 24 NBC-WJZ stations, Fridays, 8:15-8:30 p. m. Agency: L. W. Ramsey Co., Davenport.

GORDON-ALLEN Ltd., Oakland, Cal. (Par soap) on Jan. 8 started program on CBS-Don Lee network plus KSL, Thursdays, 8:15 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

Renewal Contracts

UNITED CIGAR STORES DELAWARE Corp., New York (chain stores) on April 3 renews *Good Evening Serenade* on MBS (WOR, WGN), Fridays, 8:30-9 p. m. Agency: Young & Rubicam Inc., N. Y.

PACIFIC COAST BORAX Co., Wilmington, Cal. (20 Mule Team borax products), on Feb. 4 renews for 15 weeks *Death Valley Days* on 5 NBC-KPO stations, Tuesdays, 9-9:30 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

CHEVROLET MOTOR Co., Detroit (autos) on Jan. 18 renews *Rubinoff, Virginia Rea, Jan Pearce* on 60 NBC-WEAF stations, Saturdays, 9-9:30 p. m. Agency: Campbell-Ewald Co. Inc., Detroit.

GREAT ATLANTIC & PACIFIC TEA Co., New York (chain retailer) on Feb. 10 renews *A & P Gypsies* on 21 NBC-WEAF stations, Mondays, 9-9:30 p. m. Agency: Paris & Peart.

ANDREW JERGENS Co., Cincinnati (Jergens lotion) on Jan. 5 renews *Jergen's Program* on 36 NBC-WJZ stations, Sundays, 9:30-9:45 p. m. Agency: J. Walter Thompson Co., N. Y.

KELLOGG Co., Battle Creek (food) on Jan. 24 renews *Kellogg College Prom* on 18 NBC-WJZ stations, Fridays, 8:30-9 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

Network Changes

JULIAN & KOKENGE Co., Columbus, on Jan. 12 added 17 stations to CBS *Musical Footnotes*.

E. I. DUPONT de NEMOURS & Co., Wilmington, Del., on Jan. 8 added CBS-Don Lee network to *Calvacade of America*.

Cantor Gives Scholarship For Best Essay on Peace

A FOUR-YEAR scholarship with complete maintenance at any American college has been offered by Eddie Cantor for the best letter on "How Can America Stay Out of War?" Cantor has set aside $5000 for this purpose. The scholarship was announced by Cantor Jan. 5 at the conclusion of his CBS broadcast for Lehn & Fink Products Co., New York (Pebeco toothpaste).

Letters are not to be more than 500 words and no commercial tie-ups are involved. Newton D. Baker suggested the title. The award will be made April 5, with four educators comprising the judging body. They are Robert M. Hutchins, University of Chicago; Frederick Bertrand Robinson, College of the City of New York; Ray Lyman Wilbur, Stanford University; Henry Noble MacCracken, Vassar. The competition will close Feb. 22.

Eastman Sees Gains

SPEAKING before members of the San Francisco Ad Club Jan. 8, Carl J. Eastman, Pacific Coast manager of N. W. Ayer & Son Inc., that city, declared that advertising appropriations will be larger this year and much of the desirable time on the air is contracted for by signed advertisers. Having "What's Ahead for Advertising" as his topic, Eastman stated that "more than ever in 1936, programs will reflect the understanding by producers that while the program is primarily designed to be heard, the listener should be so thoroughly imbued with the scene and idea portrayed in the radio program that he not only hears but also sees it." He further pointed out that advertising men who recognize this requisite of radio programing will be prepared for television when it arrives.

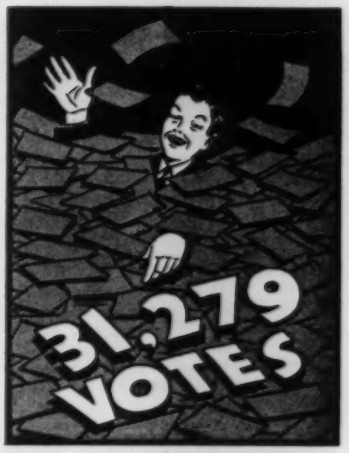
ALL-NIGHT SERIES
Sacred Programs on WGAR Are Attracting Interest

WGAR, Cleveland, has found all-night religious programs of great interest to its listeners, not only in Northern Ohio but also from persons outside the state. The first broadcast in the series was in connection with the Cleveland visit of the trombonist and singer of sacred songs, Homer Rodeheaver. Church choirs and the Cleveland Federation of Churches participated. Responses were great in number from telephone calls, telegrams and letters—practically all asking that the series be continued on a one-a-month basis.

Since that time WGAR has broadcast one such program each month and responses have grown with each succeeding broadcast. Various church clubs and miscellaneous organizations back the series and the results have been more than favorable — they have astounded experienced program men. The programs are staged from WGAR's home studios and the public is invited.

Bigelow Carpet Tests

BIGELOW-SANFORD CARPET Co., New York (rugs and carpets) will start a 13-week series of test programs on WOR, Newark, on Feb. 12, Wednesdays and Fridays, 4-4:15 p. m. The program will be entitled *Hollywood Room Recipes* and it will furnish home decoration advice to its listeners. Newell-Emmett Inc., New York, is the agency.



Happy sponsor announces 8 talent discovery programs on WHIO pulled 31,279 votes—He cheers! — We cheer!

. . . Popularity of Station warrants placing WHIO on your ballot in 1936.

WHIO — THE DAYTON DAILY NEWS — DAYTON, OHIO — BASIC NBC

39 S. LUDLOW, DAYTON, OHIO

A TALE OF ONE CITY

Pittsburgh department stores report 1935 sales largest since 1931; and a holiday week business greater by 32% over 1934, and 31% over 1933.

Pittsburgh industries report a *one hundred million dollar* ($100,000,000) 1936 expansion program.

Pittsburgh's most popular radio station reports a 20% increase in advertising in 1935 over 1934.

***Your* program on WCAE will be a far, far better advertising campaign than you have ever known.**

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

ASA Selects Cleveland

ALLIED SERVICE AGENCIES, advertising agency network, will hold its next meeting Oct. 10-12 at Cleveland, it was announced following the Dec. 27-28 session at Westport, Conn. Network policies and plans, agency sales and operation, and a discussion of agency selling experience featured the December meeting. Attending the Westport session were Oakleigh R. French, St. Louis; Ray Mills, Lewiston. Me.; Norman W. Tolle, San Diego; A. D. Walter and Betty Gwyer, Pittsburgh; Henry J. Kaufman and William Sigmund, Washington; Carr Liggett, Cleveland; Ralph Dalton, Troy, O.; Lynn W. Ellis, Westport; Adam Sutcliffe and Earl Smith, Providence, R. I.

OUR BIRTHDAY!

—One year ago KFRO began serving the East Texas Oil Field area

—Since then KFRO has given a versatile program service

—Thousands of people listen to KFRO

—If you desire to reach this vast audience, write

KFRO

"Voice of Longview"
Longview, Texas

AGENCIES AND REPRESENTATIVES

JOHN KELLY, publicity director of Batten, Barton, Durstine & Osborn Inc., New York, and Glenn I. Tucker, formerly RCA public relations director, have started a publicity business in New York. Fred Smith, with Batten, Burton, Durstine & Osborn Inc. since 1933, has succeeded Kelly.

GEORGE BOLLING, former commercial manager of KYW, Chicago, has been elected vice president of John Blair & Co., station representatives, and has been made a stockholder in that concern. He was formerly assistant manager of WXYZ, Detroit, resigning a year ago to take charge of the Blair company's Detroit office.

WILLIAM BACHER, producer of the CBS *Hollywood Hotel* weekly from Los Angeles for F. Wallis Armstrong Co., Campbell Soup Co. agency, went to New York early in January on a ten-day trip.

DARWIN TEILHET, radio account executive of N. W. Ayer & Son Inc., San Francisco, has written a new book, *Ticking Terror Murders*, a romantic mystery adventure story, just off the press. Teilhet is also author of *The Talking Sparrow*, *Death Flys High*, and *Bright Destination*, three popular sellers.

LORENZO KENNON has resigned as radio account executive with the Kelso Norman Organization, San Francisco.

Buys Interest in Rep

LOWELL JACKSON has bought out the interest of Peg Moore in the firm of Jackson & Moore, Chicago station representatives, and is reported to be planning a reorganization of the company.

"Strictly Masculine"

A PROGRAM titled *Strictly Masculine* but aimed at the housewife audience is achieving great popularity over a special hookup on Tuesday afternoons of WEBC, Duluth; WMFG, Hibbing, Minn., and WJMS, Ironwood, Mich. Four announcers conduct the show from WEBC — Henry Morgan as m. c., Jack Dalahunt as pianist and tenor, Maurice Cannelin as "Prof. This & That" and Norman Jackson as baritone. The station also has a daily morning *Strictly Feminine* program, to which the male of the species is supposed to be attracted.

GERTH-KNOLLIN ADV. AGENCY, San Francisco, has moved from the Russ building to the ninth floor of the One Eleven Sutter building, increasing its former floor space by approximately 40%. Cyril Wright has joined the staff of supervisor of production and space buying, coming from the Pacific Coast division of the *Wall Street Journal*, where he was circulation manager. James Ferguson, on the staff of the agency for the past year, has been promoted to account executive.

J. F. SEEHOF, former principal in the firm of Heath-Seehof Inc., Chicago advertising agency, has joined the Chicago office of H. W. Kastor & Sons Adv. Agency Inc., as radio director. His former agency which will continue to use the name Heath-Seehof, has not yet named a new radio director.

JERRY CADY, of the radio department of Fletcher & Ellis Inc., New York, arrived in Los Angeles early in January for an extended stay.

STANLEY COLLINS, of Detroit, has been added to the staff of the Guggenheim Adv. Agency, San Francisco, as account executive, and will handle radio along with other accounts.

DOUGLAS F. STORER has resigned as vice president of Rockwell-O'Keefe Inc., effective Jan. 1, to devote all his time as personal representative of Robert (Believe It Or Not) Ripley and to act as general program counsel to advertising agencies. Mr. Storer will work on the promotion of Ripley for radio, personal appearances, motion picture and stage unit work. Heretofore he had handled these duties in conjunction with his affairs at Rockwell-O'Keefe.

EDWARD SHURICK Jr., for the past year radio director of Addison Lewis & Associates and organizer of the Twin City agency radio survey, has resigned to join Minneapolis Honeywell Regulator Co., Minneapolis.

Food and Drug Measure Idle; Proprietary Group Remains Opposed to Bill

ASIDE from passage by the House of a routine amendment to the Communications Act of 1934, authorizing a chief accountant and three assistants for the FCC, the first fortnight of the new session of Congress slipped by with barely a mention of radio or of any legislation affecting it. This routine amendment had been adopted by the Senate, and there was no objection to it.

The moribund Copeland Bill (S.5) to amend the Food and Drugs Act by more rigidly regulating the sale and advertising of food, drugs, cosmetics and devices, remained before a subcommittee of the House Interstate and Foreign Commerce Committee. Chairman Chapman (D.) Ky., it is understood, plans to hold a meeting of his committee shortly before reporting out the bill, passed by the Senate last session. The measure after a turbulent legislative history of two years, was the subject of hearings before the House subcommittee last summer just prior to adjournment.

Whereas the bill as passed by the Senate was not seriously objected to by any group except the Institute of Medicine Manufacturers, there was some opposition to the provision that full control over administration of the measure be vested in the Department of Agriculture. The House subcommittee, it is known, has been considering amendment of this provision to transfer principal regulatory power in the Federal Trade Commission.

The Institute's views on the Copeland Bill were expressed Jan. 6 in a letter from William P. Jacobs, vice president. An erroneous report, he said, had been made that all of the branches of the drug industry were in favor of the measure. The only poll made among package medicine manufacturers, he asserted "shows 85% of them opposed to S. 5 in its present form".

The NAB, in principle, has supported the measure in its present form.

In the House on Jan. 3 a petition of the Knights of Columbus, urging that 50% of wave lengths and frequencies be allotted to educational, religious, agricultural, labor and similar non-profit-making human welfare associations, was presented and referred to the Committee on Interstate and Foreign Commerce.

More than a score of measures affecting radio in one fashion or another held over from the last session, are still before committees, which have not yet held regular meetings due to the pressure of neutrality, bonus, and economic relief legislation.

CALL letters of KREG, Santa Ana, Cal., have been changed to KVOE.

HOLD THE PRESS!

Thrills — Romance — Comedy

A FIFTEEN-MINUTE TRANSCRIPTION WITH 60 MINUTES OF ENTERTAINMENT IN EVERY EPISODE. IT'S A "five-a-week" NATURAL FOR ANY SPONSOR.

•

THE REPORTER OF

ODD FACTS

Here's the most interesting series of five-minute programs you ever heard. STRANGE FACTS, UNUSUAL INCIDENTS, PROVING THAT TRUTH IS STRANGER THAN FICTION. Dramatized in fascinating style by a top-notch Hollywood cast.

TO BE BROADCAST BY *ONE* STATION IN EACH CITY.

•

WIRE FOR SAMPLES ON DEPOSIT ARRANGEMENT
WRITE FOR DOPE ON 15 OTHER BIG SHOWS

R. U. McINTOSH AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM
General Office — Fort Worth

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

TRANSCRIPTIONS

NBC has offered clients, agencies and artists a reference recording disc service for programs originating in New York studios. The service provides a method of making inexpensive acetate recordings network and audition programs by direct wire from the studio. While the recordings are not suitable for performance, they can be used in program and talent study, analysis, improvement and as a protective measure against disputes. In addition a permanent reference file of programs that have been broadcast or auditioned can be developed. Two forms are available, the first on acetate on equipment installed in the NBC studios. This is nominal in cost. The second type is done by RCA Mfg. Co. regular recording equipment with the processing step omitted. The first type does not provide for duplicates. The second type permits ordering of duplicates for performance since the remainder of the processing can be completed and finished pressings provided.

OLESON SOUND STUDIOS, Hollywood, is producing *Today With Aesop*, a series of 65 quarter-hour transcriptions, with Erna L. Verzimer, New York, in charge of production.

H. CHAMBERLAIN, formerly with W. L. Brann Inc., Batten, Barton, Durstine & Osborn Inc., and other programs, has joined Grombach Productions Inc., program producers, as vice president.

R. U. McINTOSH, head of R. U. McIntosh & Associates, Los Angeles transcription firm, left Jan. 6 for New York and Chicago to open branch offices. The branches will be equipped with audition equipment and transcription libraries. Los Angeles studios are being expanded and new equipment installed. Six complete series are in the McIntosh catalogue and five more are under way, directed by Bill Lawrence of the Newkirk & Lawrence agency.

AUDISK CORP., San Francisco transcription producers is cutting a series of quarter-hour talks and debates on the Townsend Plan for the California Crusaders, San Francisco. They are being placed on various California stations.

NBC Canadian Discs

NBC was authorized Jan. 10 by the FCC to send to four Canadian stations its electrical transcription service. The stations are CJOR, CFAC, CJOC and CJCA. This authorization was necessary under the law.

What's In a Name?

A ROSE by any other name might smell as sweet, but Shakespeare's familiar statement is not always applicable. A Midwest agency recently made a radio presentation of a spot campaign to a client who would have none of it because a "spot campaign" was beneath the dignity of his organization. A week later the same agency approached the same client with a "national campaign in selected markets" and had no trouble in getting a signed contract for the original program plan.

AFA Selects Boston

BOSTON has been selected as the site for the 1936 convention of the Advertising Federation of America, to meet June 28-July 2, the board of directors has decided. Chester H. Lang, publicity manager of General Electric Co. and AFA president, said that the 25th anniversary of the Truth-in-Advertising Movement, which had its inception at the Boston convention of 1911, had an important part in the selection of the city.

Maryland Network Hinted

POSSIBILITY of the hooking up of several Maryland stations into a Maryland state network is indicated by WTBO, Cumberland, Md., which early in January queried the Bell Telephone Co., Baltimore, on rates for lines. It is understood that a large national spot advertiser is interested in the hookup, which probably would be keyed from WFBR, Baltimore. Line rates are sought from WFBR to WTBO and WFMD, Frederick and WJEJ, Hagerstown, for 1 to 12 hours per day.

Ferry-Morse Spots

FERRY-MORSE SEED Co., Philadelphia, will begin sometime this month a series of thrice-weekly garden talks on WFAA, Dallas, later in the month starting a similar series on WSB, Atlanta. N. W. Ayer & Son Inc., New York, is the agency.

RADIO ADVERTISERS

AGAR PRODUCTS Co., New Rochelle, N. Y., distributing Agaroons, a new product, has placed its advertising with Arthur H. Fulton Co., New York, and contemplates using radio among other media.

ROBERT H. BROWN has been named advertising manager of Bristol-Myers Co., New York, to succeed the late Howard H. Hopkins. He had formerly been with Pedlar & Ryan agency, New York.

PITTSBURGH PLATE GLASS Co., Pittsburgh, Milwaukee (paint, etc.), a big radio user in 1934, is planning an intensive campaign in various media this year, with a million dollars to be spent. Radio will receive the bulk of the appropriation, it is understood.

PFEIFFER BREWING Co. is sponsoring over WJR, Detroit, a quarter-hour *Inquiring Reporter* program promoting its new Winter Beer. Pfeiffer has taken the first move toward a planned national sale of its beer by opening up distribution through Ohio and outlying points in Michigan, and advertising is being spread accordingly. Grace & Bement Inc., Detroit, is the agency.

WRIGLEY PHARMACEUTICAL Co., Atlantic City (dental cream) has placed its account with Carter-Thompson Co., Philadelphia.

FRED WARING, orchestra leader, will be awarded a gold medal Jan. 17 by the Poor Richard Club of Philadelphia, for his outstanding service to radio advertising.

WREN'S WREN — Over the entrance to the transmitter plant of WREN, Lawrence, Kan., located between Lawrence and Kansas City, stands this giant concrete statue of a wren, striking symbol of the station, which hundreds of visitors weekly use as foreground or background for snapshots. The bird's beak stands higher than a man. Two similar statues guard the entrance to the WREN Bldg. in Lawrence.

MAKE YOUR RECORDINGS IN CLEVELAND

WIDE RANGE HIGH FIDELITY RECORDINGS

GENERAL BROADCASTING SYSTEM
910 Carnegie Ave., Cleveland, Ohio

WXYZ is Serving

The Big Rich Detroit Market!

Combining the drawing power of N. B. C. Blue Network Programs with its own magnetic appeal as Detroit's favorite radio station — WXYZ delivers the bristling, active Detroit market over to its advertisers — virtually on a silver platter. The flow of Detroit's tremendous purchasing power can be turned your way through the channels of station WXYZ.

KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

WBRC

OLDEST AND ONLY FULL TIME HIGH-POWERED STATION IN ALABAMA

WBRC carries more network features and controls more local broadcasts than any other competing station. First in sports! First in politics! First in local prestige! WBRC, operating FULL TIME on 1000 watts and affiliated with CBS, is by every count Birmingham's dominant station. Write for proof!

BIRMINGHAM BROADCASTING CO., Inc.
BANKHEAD HOTEL BIRMINGHAM, ALA.

Merchandising Notes

Macy's Tells Its Sales Staff—Hot Spots—Audience Blurbs—Scoops for Ward—Paint Club—School Amateurs

MACY'S, New York department store, has started a unique method of acquainting its sales force with the store's broadcasts on WOR, Newark, five days a week at 8:30-8:45 a. m.

Realizing that the morning broadcasts bring thousands of customers into the store, the advertising department has been trying to devise a way of acquainting employes with contents of its *Martha Manning* radio scripts, since customers inquiring for radio-advertised items often have inquired of clerks only to get shrugs and stares in return.

Now Macy's believes it has solved the problem. Each morning a record of the broadcast is made and replayed back to the sales force concerned just before the store opens for business. This so-called rebroadcast to the sales force takes place 15 minutes before the opening hour. After the program has been taken off the air onto the record it is sent to Macy's over special telephone wires and then through the public address system to various departments that have items advertised that day. The night before a large sign is posted in the departments having radio specials the next day, advising them of the fact and telling them to listen. The poster is signed by the department manager.

Fifteen permanent outlets have been installed in the store, and five loudspeakers have been rented from the telephone company. Only five departments are allotted time on the air each morning. It is Macy's intention to give this idea a thorough trial during January and if it is satisfactory, more outlets will be installed.

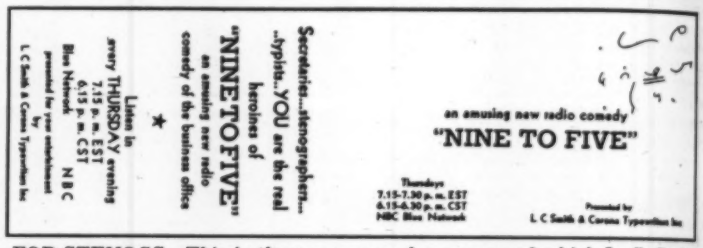
The novelty of the idea attracts clerks and even those who do not wish to listen absorb some of the information, unless they stuff their ears.

IN LESS than a year Better Speech Institute of America, Chicago, has progressed well into its second 100,000 members for its courses in speech. The sponsor, starting with quarter-hour Sunday morning broadcasts on five NBC-WJZ outlets, now broadcasts 3-3:15 p. m. on Sundays, using some 50 NBC-WJZ stations.

A new "Self Teaching Course in Practical English and Effective Speech" was added to the weekly air instruction last autumn. Listeners are given a 32-page lesson, the first of the course. Clubs, schools and business concerns, as well as individuals, have enrolled. Program announcement cards are distributed for public school bulletin boards. A combination folder and letter has been sent to member clubs of the General Federation of Women's Clubs.

BENJAMIN MOORE & Co., Philadelphia (paint), back on an NBC-WEAF network since Jan. 8, using a Wednesday morning period, has 246,000 members in its Triangle Club, organized five years ago. Betty Moore, director of the sponsor's interior decorating department, operates a color workshop and discusses a different room every program. Members of the club may write in and receive personal answers on their decorating problems. Complimentary booklets are mailed to members every spring and fall, together with pictures of rooms designed by Betty Moore.

To acquaint dealers with the program, salesmen were equipped with portable radio sets which were tuned in each week at dealers' stores. Salesmen have phonograph records to use in presenting Betty Moore's merchandising service on days when the program is not on the air.


Secretaries...stenographers...
...typists...YOU are the real heroines of
"NINE TO FIVE"
an amusing new radio comedy of the business office
Listen in every THURSDAY evening
7:15 p. m. EST
6:15 p. m. CST
NBC Blue Network
presented for your entertainment by L C Smith & Corona Typewriters Inc
an amusing new radio comedy
"NINE TO FIVE"
Thursdays
7:15-7:30 p. m. EST
6:15-6:30 p. m. CST
NBC Blue Network
Presented by
L C Smith & Corona Typewriters Inc

FOR STENOGS—This is the cover around a memo pad which L. C. Smith & Corona Typewriters Inc., Syracuse, is distributing to promote its new NBC-WJZ series, Nine to Five. Shorthand in the upper right reads about like this: "The program that shows who really runs the business office."

JOHN BLAIR & Co., station representative, is sending bulletins to agencies and advertisers when unusual periods are open on stations it represents. The bulletins are called "Radio Hot Spots." In announcing the plan, it is stated that no bulletins will be sent that "we do not sincerely believe to be exceptional values."

* * *

THOROUGH acquaintance with sponsor's products is the aim of Robert G. Soule, merchandising director of WFBL, Syracuse, in asking the air audience to try its skill in writing commercial announcements. Announcements of not over 50 words can be written for any sponsored program on the station. First prize offered is a radio. Fifty baskets, each containing ten products advertised on WFBL, are offered to runners-up. The contest is given a daily boost on the air.

* * *

ABOUT a month ago the Ward Baking Corp. started the current programs over CBS and on the initial broadcast the sponsors announced the plans for the Scoop Ward Club. The club is made up of cub reporters gathered from youngsters in the radio audience. More than 9,000 cub reporters have signed up and are gathering news items for the *News of Youth* program. Every cub reporter receives a badge.

WGAR, Cleveland, is broadcasting Saturday morning *High School Amateur Talent Quests*, sponsored by Marshall Drug Co., that city. The series is divided into four quarterly groups of 13 programs each, winners of each three-month group to get a free airplane trip to New York. The 45 high school weeklies in Northern Ohio carry stories of the contests, with an editor of a weekly speaking each program. Entry blanks are obtained at the 55 Marshall stores. Three cash prizes totaling $150 are also given each quarter. Signing of the one-year series followed tests by Inter State Broadcasting Co., Cleveland agency.

* * *

REMINGTON-RAND Inc., recently ran a two-weeks' letter contest on the *March of Time* program, in which it is a cosponsor with Time Inc. The contest, which closed Jan. 10, asked for 50-word letters on "Why I Want a Remington Portable Typewriter". Other requirements were: Whether the contestant owned, rented or operated a typewriter; the make and model of the typewriter used; and if the entrant is a stenographer or typist. First prize was $1,000; second prize $500; third prize $250; next five winners $100; next 50, $10; next 150, $5; and 200 typewriter desks and 592 boxes each of typewriter ribbons and carbon paper.

WSOC

Transradio News

WSOC's 24 - hour Teletype Service makes it possible for us to offer wide - awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of WSOC TRANSRADIO NEWS a real buy!

Wire or write for prices to—

WSOC
Charlotte, N. C.

For Low Cost Inquiries
... use
Spot Radio Advertising
in NEBRASKA

Are you looking for something better in the way of mail-order inquiries—or a low-cost way to open up dealer distribution? Then, have us tell you about the records Spot Radio Advertising is making in Nebraska—and what it can do for you.

National advertisers, by scores, report their checking records show Nebraska is one of the high states for results. Remember — Nebraska outranks all other 47 states in Farm Income per capita. We have the income. We have the radio audience. We can offer you attractively low rates. Write for complete market data and rates. Address the association office or any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

KOIL Omaha, Nebr. and Co. Bluffs, Ia. | KFAB Omaha, Nebr. and Lincoln, Nebr.
KFOR Lincoln, Nebr. | WOW Omaha, Nebr. | WJAG Norfolk, Nebr. | KGBZ York, Nebr.
KMMJ Clay Center, Nebr | KGFW Kearney, Nebr. | KGNF North Platte, Nebr.

To Sell the Puget Sound Market
Use Seattle's Pioneer Radio Stations

5000 W DAYS **KOMO** 1000 W NIGHTS NBC-Red (about Feb. 1, 1936) | 5000 WATTS **KJR** Cleared Channel NBC-Blue

National Representatives — EDWARD PETRY & CO.

Television Keeping Step With Europe Says FCC Report

Progress in Program Cleansing Claimed in Annual Resume

CONGRESS was told by the FCC in its annual report, submitted Jan. 7, that television has been as highly developed in the laboratories of the private companies of the United States as has been accomplished in Europe.

This was the high-spot of a rather routine report, based on the first full year's operation of the FCC, from July 1, 1934, to June 30, 1935.

Objectionable medical programs and the processes taken to clean them up, the problem presented in international broadcasting because of inadequate separation between channels, the rush for assignments in the very high frequency or "apex" broadcast band and developments in engineering moving toward better technical broadcasting were commented upon in the report. There were no recommendations for legislation or for amendment of provisions of the Communications Act of 1934.

Program Complaints

COMMENTING on program reviews, the report said:

In the past fiscal year there has been a notable increase in complaints to the Commission of stations broadcasting objectionable programs, and the Commission has made an extensive inquiry into these complaints under the provisions of the Communications Act of 1934 and its rules and regulations promulgated pursuant thereto. Formal action was taken with regard to 226 separate objectionable programs broadcast over 152 stations. Some action was taken with regard to a much larger additional number of complaints involving several more stations, but these were adjusted informally. The broadcasting of false, fraudulent, and misleading advertising in various guise has been the chief source of complaint. In many instances the Federal Trade Commission, the Post Office Department, and the Food and Drug Administration had taken action to curtail the objectionable activities of medical advertisers in printed form, the result being that these advertisers resorted to broadcasting in order to disseminate their misleading and often fraudulent sales propaganda. This section handles all matters of inquiry and enforcement from their initial stages to final Commission action.

Although the FCC did not license any new visual broadcasting stations, embracing both television and facsimile, during the fiscal year, it pointed out that the general public interest in television has increased substantially. This was stimulated, it said, by the activities in certain European countries, since both Great Britain and Germany have given considerable publicity to their own activities in this field. Stating that technically the development in this country has progressed just as that in Europe, it brought out that standardization of equipment is essential before commercial introduction. It added:

The several companies carrying on television experiments in the United States have not standardized the several essential elements of transmission. Due to the wide band width necessary (approximately 3,000 to 4,000 kilocycles) and other requirements, frequencies above 40,000 kilocycles are the only ones available for high-quality television transmission. In order to transmit a picture of approximately 350 lines and 60 frames per second accompanied by voice, the wide band width is required. If this band is reduced the detail or clearness of the pictures is reduced accordingly. No commercial receivers are at present available to receive such programs. In order to give television service, it is necessary for the different manufacturing companies to standardize their transmissions and produce receivers which can receive all programs transmitted. In short, from a laboratory standpoint television programs can be satisfactorily transmitted and received locally at the present development of the art but before it is finally useful to the public there are many commercial problems to be solved.

Interest in "apex" broadcasting has continued to develop, the report said. But, it emphasized, the full possibilities of the frequencies for local broadcasting "are developing slowly due to the very limited number of broadcasting receivers that will tune to this band of frequencies."

These frequencies, above 30,000 kilocycles (30 megacycles), it pointed out, have such characteristics that they serve a small area and then beyond this range no interference is caused to other station. This is different from the propagation characteristics of the stations on the regular broadcast frequencies (550 to 1,600 kc.) which have a moderate primary service area but the signals continue for hundreds of miles so that their interference range is enormous compared with the primary service area.

Experimental Activity

"DUE to this characteristic of the very high frequencies", the report continued, "it has been considered that they offer a means of supply for strictly local service to any number of centers of population with frequency assignments duplicated at relatively low mileage separations. The individual stations would serve only a few miles probably in the order of 2 to 10 miles, depending upon the power, location of transmitter, its efficiency, and the radio propagation characteristics of the surrounding terrain."

Considerable space is devoted to the WLW experimental operation with 500,000 watts—the first practical super-power experiment in this country. "The effects of the operation with this amount of power," said the report, "have not been fully determined in all respects although sufficient data are available to indicate that the service of the station is greatly improved. Also, the experimental operation being conducted offers a means of further studying the effects and the obtaining of additional data on which to base development of future policy on the operation of clear channel stations with a power in excess of 50 kilowatts."

Discussing experimental relay broadcasting, the FCC brought out that general public interest in it has increased considerably, due to the greatly increased number of receiving sets capable of picking up these foreign stations. While experience has shown that channel widths of at least 20 kc. are required for reasonably good reception of these signals, assignments are now being made by some nations with separations of only 5 kc. and of even less.

"As a result," the report states,

(*Continued on page 51*)

Radio to Rescue

WHEN the Christmas Mother benefit fund sponsored by Richmond, Va., newspapers failed to produce contributions at the desired rate, I. R. Van Aurmen, business manager of the *Richmond Times - Dispatch* suggested that radio be used. So *Col. Richmond's Amateur Hour* was organized and broadcast over WRVA, quickly bringing a swelling in contributions. Listeners were given a chance to pay to hear certain artists and numbers, or to pay to keep them off the air.

Savin' space.
Blew the wad
on cue sheet
in Broadcast
'36 Yearbook.
You'll see it.

KGEZ Box 1, Kalispell, Mont.

The Following LOCAL Firms Used the Facilities of

KFPY

During the Year 1935

A&K Markets
Associated Country Newspapers
Alexander's
Altamae Shop
Automotive Electric Company

Barton Chevrolet Sales Co.
Boyle Fuel Company
Bouley College of Dancing
Binyon Optical Company
Blankenhorn Travel Service
Brown-Johnston Company
Burch-Hendricks Campaign Committee
J. T. Bury

Ben Cohn & Bro., Jewelers
Cohn Bros., Furniture
M. M. Cohen Jewelry Co.
Consolidated Laundry
Cater Transfer Company
Clark's Pharmacy
Carolyn's
Chinese Lantern
City Ramp Garage
F. B. Connelly Company

Day-Major Company
Diamond Lake Tavern
Duthie Seed Company

Eastern Outfitting Co.
C. D. Eastman
Eldridge Motors, Inc.
Hugh M. English
Exchange Lumber Company

Fisher-Katzer Company
Ford Dealers
Fox Theatre
Fogelquist's
Federated Lutheran Brotherhood
Hat Freeman
Frisbie's Maple Sugar & Syrup Co.

Garden Dancing Palace
General Fuel Company
Gillette Park
Gladmin's, Inc.
Granada Theatres
Greenough's
Great Western Fuel Company
Goetz Breweries, Inc.
John W. Graham & Co.

Sam B. Hill
H. Holsman Company
Honeymoon Bay
Howe Company, Inc.
Hawkeye Fuel Company
B. C. Holt Pipe Shop

Ideal Laundry
Independent Order Odd Fellows
Inland Chevrolet Sales Co.
Inland Mattress & Feather Co.

Jensen-Byrd Company
John's Hat Shop
Joyner Drug Company

Kemp & Hebert Department Store
Kirishian Bros.
Kendall Clothiers

Ladies' Specialty Shop
Lake's Photo Company
Leecraft Studios
Liberty Theatre
John T. Little Sporting Goods
Dr. Ralph Lavine
LaVia's Clothes Shop
Liberty Lake Park
Lubin's Women's Wear
R. J. Lingelser

John D. Moore
McKesson-Spokane Drug Co.
Minneapolis Bakery
Modernistic Beauty Salon
Montgomery Ward & Company
Dr. R. J. Morgan
Mower & Flynne Department Store
Marquardt's Bakery

Natatorium Park
Nance Millinery
Erna Bert Nelson Studio
Norman's Women's Apparel Shop
Northwestern Business College
Nelson Used Car Market
Northern Pacific Railway

Orpheum Theatre
Leo M. Oestreicher

Peerless Dentists
Palace Department Store
Pittsburgh Paint Store
Pratt Furniture Company
The Paragon

Dr. E. M. Ramsey
Ralph's Clothes Shop
Riegel Bros.—Dodge Cars
Reliable Cleaners
Republican County Central Com.
W. J. Richmond Company

Sears, Roebuck & Company
Sartori & Wolff, Inc.
The Sassy Shop
Siegel's Clothes Shop
Shur-Fit Optical Company
Spokane Beverage Company
Spokane Brewing & Malting Co.
Spokane Florist Company
Spokane Frame and Axle Company
Spokane Gas & Fuel Company
Spokane Trunk & Grip Company
Sprague Avenue Welding Company
Sportsmen's Show
State Theatre
Jas. Smyth Plumbing & Heating Co.
Symmes Upstairs Furniture Co.

Transport Corporation
True's Oil Company

Universal Auto Company

Walker's Shoe Store
Western Dairy Products Company
Wallace Brothers
Wonder Women's Wear Shop
Washington Water Power Company
White's Shoe Store
Wraight's Store

Zuker's

KFPY Spokane, Washington

WTAR
NORFOLK, VIRGINIA
COMPLETE NBC SERVICE
EDWARD PETRY & CO.
National Representatives

PROGRAM NOTES

RADIO as it was heard 14 years ago was recreated Jan. 8 by WOR to show the difference between transmission at that time and present high-fidelity broadcasting. A filter was used to cut out certain frequencies and eliminate high and low register notes which were lost in those days. After an announcement, the filter cut down transmission to the 1922 point, with a telephone-type microphone being used. The next step was 1925 when the double-button carbon "mike" was in vogue. Following that the 1929 condenser microphone was employed, then returning to modern transmission.

WFBL, Syracuse, observed the first anniversary of Leo Bolley, sports reporter, with a half-hour program which drew several columns of newspaper publicity and pictures. Representatives of each major sport participated and telegrams from sports celebrities and local officials were read. Tidewater Oil Co., New York (Tydol), sponsors Bolley's sports programs.

THE NEWEST of news programs on KOIL, Omaha, is *Behind Page One*, bringing news of Omaha and unusual happenings not carried on regular news broadcasts. It is a five-minute dinner hour program six days a week.

TO SHOW listeners that their fan mail is really read and not just tossed in the waste-basket, Hank Richards, program director of KRNT, Des Moines, has inaugurated a program called *The Postman* in which letters from listeners are read and answered.

A NEW series on Don Lee-CBS network, keyed from KHJ, Los Angeles, is *Don Lee Radio Workshop*, with a different writer and producer for each program.

LOTS OF STYLE
WFIL Fashion Expert Has Nine Broadcasts A Week

JANET LANE

JANET LANE, style authority of WFIL, Philadelphia, broadcasts three separate series of thrice-weekly programs, two of them sponsored. One series, in which she uses her own name, is sponsored by Bonwit Teller Co., department store. Another, in which she is Suzanne King, is sponsored by Oppenheim Collins store, women's apparel. The third, sustaining, is broadcast anonomously.

She obtains fresh material from correspondents in New York, Hollywood, London and Paris, and conducts style research and creation of her own. She uses an "over-the-bridge-table" style. The three sustaining programs are expected to go commercial in the near future.

IDEAL cooperation between the broadcaster and educational forces is exemplified in the *Rochester School of the Air* over WHAM, that city. Enrollment in the current semester shows that WHAM air education is a part of classroom activity in every one of the city's 45 public schools. Registration by schools outside the city has increased 188% over last year with a new high of 52 schools enrolled. The broadcasts are being utilized in schools as far as 132 miles distant. The *Rochester School of the Air* is a joint project of the Rochester Board of Education and WHAM. It includes courses in science, music appreciation, current events, educational and vocational guidance, art appreciation and books.

TONY WONS, poet-philosopher; Henry Burr, ballad singer, and Ralph Waldo Emerson, organist, are broadcasting the *Three Star Program* on WLS, Chicago, three times weekly, sponsored by Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer). Wons made his radio debut years ago on WLS, reading Shakespeare.

TO ENABLE the radio audience to listen in on the class discussions of "Effective Speech" during the winter quarter, Prof. Davis Edwards of the University of Chicago has moved his students from their class room into the University's broadcasting studio, from which the class sessions are broadcast over WJJD, Chicago. The class meets at 10 a. m. Tuesday thru Friday for three months and the first half-hour of each session will be broadcast. Many broadcasts of professors' lectures have been previously made by placing microphones in the classrooms, but the University Broadcasting Council, which arranged the present series, claims a radio first on putting a class into the studio.

THE FIFTH annual WKBH Food Show will be staged in the Avalon auditorium in La Crosse, Wis., Feb. 12-15, 1936. As in previous years the show will consist of booths and displays by food advertisers and entertainment by radio headliners. The show is being announced with extensive local advertising, both in the newspapers and on the air.

KSFO, San Francisco, has started a new type of feminine program in the form of housewives *Protective League*. With Fletcher Wiley as commentator, the broadcast, heard five days weekly from 10 to 10:15 a. m., gives a systematical expose of fraudulent food products; false weights, and merchants who do not live up to their slogans. In his campaign against fraud, Wiley mixes constructive hints on housekeeping for the housewives.

SHIRLEY ANN RONNE, aged 5, is making a big hit with the audience of KFJM, Grand Forks, N. D. Unable to read, she memorizes five quarter-hour programs weekly. Her broadcasts, sponsored by a department store, consist of songs, commercial continuity and juvenile jokes. She is heard daily except Sundays and Tuesdays at 10:45 a. m.

WAGF, Dothan, Ala., has started a daily radio "Airplane Trip" to neighboring towns, with Announcers Shelley Helms and Sidney Spencer as "pilots".

WHIO, Dayton, started Jan. 6 to open its daily schedule at 6 a. m., a half-hour earlier, using transcriptions and time announcements.

A HUNDRED live canaries and an organ are used on the *Canary Beauty Box Revue*, sponsored on KOIL, Omaha, by Max Geisler Bird Co. of that city. Helpful hints on the care of house birds are given.

WDAY, Fargo, N. D., on Jan. 15 will broadcast the 1000th *Nancy & Phil* program, sponsored by George M. Black, Fargo merchant. All artists who have appeared on the program will be featured in the anniversary.

KFRO, Longview, Tex., has published a promotional sales bulletin titled *The Story of KFRO and Its Market*, mailed to advertising agencies.

KTUL, Tulsa, will celebrate its second birthday on Jan. 22 with a birthday dinner for clients and personnel.

WOR, Newark, has installed a new floating booth in the Mutual Playhouse in New York. The booth can be moved around with ease. The Borden *Lou Little* program and the United Cigar *Isham Jones* show are broadcast from the theatre.

KRE, Berkeley, Cal., has a once-a-week program with a waiting list of retail advertisers who wish to be included. Titled *Baseball Highlights*, the program, heard Sundays, 6:30 to 7 p. m., gives semi-professional baseball news, with Charles Tye as commentator. Sponsors are limited to two and several merchants are asking for time on the program.

Committee Session

THE FIRST meeting of the educational committee of 40 designated recently by the FCC and headed by Dr. John W. Studebaker, U. S. Commissioner of Education, has been set tentatively for the middle of February—probably about Monday, Feb. 17.

Thanks for the greatest year in our history

WHK

CLEVELAND'S PIONEER BROADCASTING STATION

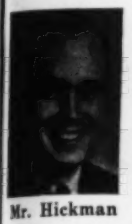
To national advertisers and their advertising agents we wish to extend our thanks. Your patronage has made 1935 our greatest year. We hope you will continue to use the services and facilities of W H K throughout 1936.

H. K. Carpenter, General Manager
C. A. McLaughlin, Sales Manager

In Western Montana, Business is Good
KGVO
MISSOULA MONTANA

Promotion Series Aids Radio Dealers

"You and Your Radio" Is Title Of New Program on WFBR



Mr. Hickman

GOOD-WILL in all directions is the goal of WFBR, Baltimore, in promoting a series of programs titled *You and Your Radio*, in which radio service men, dealers, wholesalers and the public benefit mutually.

An inaugural talk dealing with radio in general started the series, according to Henry Hickman, assistant production manager of WFBR, with a history of the art leading up to a resume of high spots in modern radio. Second in the series was titled *Radio and Music*, with a prominent Baltimore musician being interviewed on questions appealing to the average listener.

Third in the series was *Radio and the Listener*, a well-known local citizen and ardent listener giving an interview on his radio likes and dislikes.

In all programs listeners are told that they can't enjoy all the benefits of modern radio unless their sets are in tip-top shape, and advised to call a radio serviceman if anything is wrong. Then reference is made to the developments in radio in the last few years, with suggestion that old sets be turned in for modern receivers.

Thus the program entertains the public, aids servicemen, helps dealers by suggesting new sets to replace obsolete models. This, of course, helps wholesalers. And WFBR and all stations are aided, Mr. Hickman points out, because better reception is promoted.

Another program in the series was *Radio and News*, with a former war correspondent taking part. Still another, *Little Known Facts About Police Radio*, proved one of the most popular. A nationally known woman novelist discussed child programs in a later program, and a compilation of likes and dislikes of well-known persons provided another in the series.

EQUIPMENT

COLLINS RADIO Co., Cedar Rapids, announces a new 600-watt transmitter designated 600A, with normal radiotelephone rating of 150 watts output and telegraph rating of 600 watts, with 800 watts readily obtained without overloading in normal operation. It is intended primarily for government communication service, high-frequency broadcast stations. Unit construction is employed. Control-grid type of modulation, perfected by Collins, is used.

H. E. OSMUN, vice president of Centralab, Milwaukee, makers of volume controls, sound projection controls and fixed resistors, announces that the firm has purchased Perfex Controls Co., Milwaukee, making wave change switches and similar products.

KSD, St. Louis, has placed in operation its new 5,000-watt RCA transmitter, which is capable of 30 kw. peak output. The transmitter was erected atop the *Post-Dispatch* building and replaces a transmitter designed for only 1000 watts output. KSD operates on 550 kc., with 1 kw daytime and 5 kw. nights. A T-type radiator consisting of seven strands of phosphor bronze is supported by two towers 246 feet above street level.

WBOW, Terre Haute, Ind., has completed installation of a new 250-watt transmitter under the direction of Fred Grimwood, consulting engineer.

KGVO, Missoula, Mont., is completing installation of a 206-foot vertical radiator preparatory to moving to 1260 kc., its newly assigned frequency.

WDNC, Durham, N. C., has added two Amperite velocity microphones and two remote amplifiers equipped with Astatic crystal microphones.

KFBI, Abilene, Kan., has installed a new General Radio 730-A transmission monitoring assembly.

WDRC, Hartford, Conn., has completed installation of a Truscon vertical radiator rising 308 feet and surmounted with a 1000 watt fixed white beacon, since it is just five miles from an airport. Italo Martino, chief engineer of WDRC, supervised installation.

KADA, Ada, Okla., has installed a short-wave transmitter to serve the police and sheriff's offices of Ada and Pontatoc county.

THE *Birmingham News*, whose publisher once gave away WAPI to the University of Alabama and Alabama Polytechnic Institute, to operate as an educational station, is revealed in an FCC application as the proposed purchaser of WSGN, Birmingham.

Edwin C. Hill Sponsored

REMINGTON RAND Inc., Buffalo (office equipment) will sponsor Edwin C. Hill, news commentator, in a thrice-weekly series on an NBC-WEAF network, to start Jan. 27. The program will be heard on Mondays, Wednesdays and Fridays, 7:30-7:45 p. m. Batten, Barton, Durstine & Osborn Inc., New York, services the account.

Camay Soap on NBC

PROCTOR & GAMBLE Co., Cincinnati (Camay soap) started its fourth NBC program over an NBC-WEAF network Jan. 13, to be broadcast Mondays through Fridays, 3-3:15 p. m. The program carries the title *Forever Young*, written by Sterne Carrington, who wrote the *Red Davis* script. Pedlar & Ryan Inc., New York, is the agency.

Jergens to Shift

ANDREW JERGENS Co., Cincinnati (Jergens' lotion) has announced that effective July 1, Lennen & Mitchell Inc., New York, will handle its account, including the Walter Winchell program which the sponsor recently renewed for another year. The Paul Whiteman show sponsored by John H. Woodbury Co., a subsidiary, also is handled by Lennen & Mitchell. The two programs are broadcast over the same NBC network Sundays. 9:30-10:30 p. m., with Winchell taking the first 15 minutes and Whiteman the rest of the hour.

KFI, Los Angeles, gives weekly programs with biographical material on announcers and production men.

WJAY

You Can't Fool Cleveland Business Men

THEY use WJAY for they live here — they KNOW which station produces results by consulting their cash registers.

THE BIG ADVERTISERS ON EUCLID AVENUE ARE ON WJAY THE YEAR AROUND.

NO SALES STORY CAN fool Cleveland business men and the story that goes round and round in Cleveland is this . . . "WJAY certainly gets results!" Ask any of the big radio advertisers on the Avenue. They'll tell you they're using WJAY, and why.

EDYTHE F. MELROSE
Manager

THE STANDOUT
in Oklahoma!

IN COVERAGE — Central geographic location and a favorable frequency (900 Kc.) give WKY the basic advantage over all other Oklahoma stations, spreading its voice over more of this state than can be reached by any other station.

IN SHOWMANSHIP—"WKY is the standout", said Variety in its annual showmanship survey.

IN AUDIENCE PREFERENCE — Its standout performance in community service, in local and network showmanship has kept WKY in the forefront of audience favor, the first choice in the homes and hearts of Oklahoma listeners.

IN BOX OFFICE WALLOP — WKY's popularity with Oklahomans translates easily into sales . . . known to local and national advertisers alike who place a greater volume of business with WKY than with any other Oklahoma station.

WKY

Affiliated with the Oklahoman, the Times and the Farmer-Stockman

Representative: E. Katz Special Advertising Agency

OKLAHOMA CITY
OKLAHOMA'S ONLY FULL-TIME NBC STATION

KVI
COVERING THE TACOMA SEATTLE MARKETS
SEATTLE
TACOMA
FREE & SLEININGER INC.
National Representatives

Sell Tacoma-Seattle economically with KVI

KVI's transmitter is located midway between Tacoma and Seattle, which gives two markets at the price of one

1000 watts 570 kc.

Pioneer CBS Station in the Pacific Northwest

西滿淺拿省袁城播音台聯合公共播音站

Congressmen Who Know Radio

REP. STEFAN

REP. HOOK

MEMBERS OF CONGRESS—Two members of the 74th Congress now in session have an intimate knowledge of radio's problems, one on each side of the House. They are Representative Frank E. Hook, Democrat, of Ironwood, Mich., an attorney who is also a stockholder in WJMS of that community, and Representative Karl Stefan, Republican, of Norfolk, Neb., a newspaperman who is also a well-known globe-trotter and news commentator over WJAG of that community.

Rehearing Refused In Brooklyn Cases

THAT IT intends to make its decision in the so-called Brooklyn cases stick was indicated Jan. 9 by the FCC when it denied the petition of the Paramount Broadcasting Corp., operating WFVW, Brooklyn, for a rehearing. Paramount also had filed an application for transfer of its assignment to the Veterans of Foreign Wars, which heretofore had a partial interest in the station. Under the FCC decision WFVW, WARD and WLTH are ordered deleted, with the assignment on the 1400 kc channel to be divided between the *Brooklyn Daily Eagle*, a new applicant, and WBBC, the remaining station on the channel.

The FCC decision, which was to have become effective Dec. 23, had been deferred until Jan. 22. Commissioner Stewart dissented from the decision in a minority opinion made public Jan. 9. He favored reopening of the case on the ground that the record is incomplete in some respects. "It is possible", he said, "that further information on these points would lead me to the same conclusions reached by the Division, but I shall be more nearly convinced of the soundness of these conclusions when the points mentioned have been more thoroughly covered."

Position of Dr. Stewart

DR. STEWART said that as respects the denial of the WARD, WLTH and WVFW applications, he believed the decision sound. "That they were not operating in the public interest, convenience and necessity seems beyond reasonable doubt." WBBC, he said, appears from the record to have been slightly better than the three stations deleted. As for the *Eagle* application, he said he was unwilling to approve another station in the overquota New York metropolitan area when there is "serious need for the facilities in other parts of the country less well served with broadcasting facilities."

Of moment were Dr. Stewart's remarks relating to the newspaper phase of the case, and to the economic factors presented by part-time operation of stations. He said:

It is not clear from the opinion that consideration was given to the matter of the public interest involved in the granting of a broadcast station license to an applicant controlled by a newspaper. Broadcast stations and newspapers are the two principal sources of current public information and enlightenment; in a more mundane field they are the two principal media of local advertising and two of the principal media of national advertising in any community. Combining the two under the same control inevitably presents a problem of major moment which should be squarely faced by the Commission in its determination of "public interest, convenience and necessity". I do not believe that it was sufficiently considered by the Broadcast Division in the present instance.

The decision gives half time each to two stations in the same community. On its face such an arrangement is most uneconomical. To have two transmitters, two sets of studios, two staffs and a duplication of everything which goes into a broadcast station of the first class involves a duplication of expense which must inevitably be reflected in programs and service sooner or later. Such a duplication, incident to half-time operation, should be required only where positive advantages of a substantial nature will flow from the arrangement. Where both stations are designed to serve the same community, the duplication seems unwarranted in the absence of a record showing weighty reasons in support of such an anomalous arrangement. The opinion shows no such reasons. In connection with its decision on WBBC, the Broadcast Division traces the difficulty of that station to its quarter-time operation. The uneconomic nature of quarter-time operation is thus recognized.

Yes, THAT is our advertisement

but you wouldn't know it unless we told you.

◆

Neither do the people of Western Montana know you are on the air unless you use

KGIR

NBC

BUTTE · MONT.

Representatives:

JOE McGILLVRA
New York • Chicago

WALTER BIDDICK
Los Angeles • San Francisco

Communications Bar for FCC Practice Is Provided in New Rules of Procedure

ESTABLISHMENT of a communications bar for practice before the FCC, with a register to be maintained in which will be entered the names of all persons entitled to practice before it, was announced Jan. 2 by the FCC with the adoption of new rules governing practice and procedure.

Heretofore there has been no communications bar and no specified requirements governing practice before it. The new rules provide that any party to a proceeding may appear and be heard in person or by attorney, and that a partnership may appear and be represented by any of its members.

The communications bar provision is one of several alterations to current rules and practices which have been in force. The changes were required to make the rules conform with the broadened activity of the FCC, as compared with the former Radio Commission, and also to take into account provisions which were made desirable after a lapse of several years. Incorporated in the new rules are numerous requirements adopted by the FCC from time to time as policy, but which were not set forth in the printed regulations.

New Provisions

QUALIFICATIONS for admission to practice before the FCC are limited to attorneys admitted to practice before any U. S. court, or those of the District of Columbia or before the highest court of any state or territory. An application for admission must be made. An oath is required for admission. The FCC may, in its discretion, suspend, disbar or revoke the right of any person who has been admitted, if it finds that the person has violated his oath, or has, in obtaining admission, concealed any material facts with reference to his legal qualifications, professional standing, character or integrity. Before this is done, however, charges must be preferred by the FCC against the practitioner and he must be given an opportunity to be heard on them.

The register of attorneys admitted to practice will be maintained commencing Feb. 1.

Pursuant to the provision adopted several months ago there is included in the rules a provision barring former Commission counsel from practice for two years after their separation from the FCC. This does not apply, however, to any former officer or employe from appearing as a witness in any hearing, investigation or proceeding, and thereby eliminates engineers from the restriction.

Provisions covering assignment of a construction permit, license or transfer of control of a licensee corporation, specify that such applications shall be filed at least 60 days prior to the contemplated effective date or assignment or transfer of control. A vast amount of information, under oath, concerning the financial responsibility of the proposed new licensee, together with complete and detailed lists of all items of property and assets of the station, including intangibles, is required. In the case of corporations, in addition to this information there is required a list of names, nationalities and addresses of incorporators, directors, and officers and of all stockholders owning 5% or more of the stock.

An extension of 10 days in the time during which an application granted without a hearing shall be conditional is specified in the new rules. The new rule reads:

"When upon application any instrument of authorization is granted by the Commission without a hearing pursuant to Section 309 (a) of the Act, such grant shall remain conditional for a period of not less than 30 days from the date on which public announcement thereof is made, or from its effective date, if a later date is specified, during which 30 days any person aggrieved or whose interests may be adversely affected may obtain a hearing upon such an application by filing a protest as set forth in Rule 105.-21(b)."

Presumably this extension was authorized because the new rules specify that Saturdays, Sundays and legal holidays in Washington, D. C., are to be counted as full days, whereas heretofore, they were exempted. In the revised provision governing rehearing, the rules state that after a decision, order or requirement has been made any party may within a reasonable time file a petition in writing for a hearing. The petition, in broadcasting cases, must be filed within 20 days after the effective date, and must show new or additional material evidence that the FCC in its ruling overlooked or did not consider some material question or law or matter of fact, which, if considered, would have changed the decision.

In general, other provisions of the rules affecting broadcasting remain essentially the same. The rules have been mimeographed, rather than printed, to ascertain how well they will work and to afford a degree of elasticity before being printed in final form.

Corn Products on CBS

CORN PRODUCTS REFINING Co., New York (Kre-Mel, Linit, Mazola and Karo), returns to 34 CBS stations Jan. 20 with a program titled *Musical Reveries*, to be heard Mondays, Wednesdays, Fridays and Saturdays, 12:15-12:30 p. m. The program, which features Stuart Churchill, Warings Pennsylvanians tenor, readings by Orson Wells and the Ken Wood orchestra, replaces the Gumps comic strip series concluded several months ago. E. W. Hellwig Co., New York, has the account.

WEOA is the call for the new local station in Evansville, Ind., recently authorized by the FCC to Evansville on the Air Inc.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

SHORT-WAVE DANCE
KFBK Uses Remote Outfit For Orchestra Pickups

DOMESTIC short-wave relay, in lieu of telephone lines, is being used by KFBK, Sacramento, as a regular remote control pickup for a dance orchestra. While short-wave piekup for special event broadcasts has become commonplace, its use for a regular sustaining feature is unusual, if not unprecedented.

The program is a nightly presentation featuring a dance orchestra in the Sacramento suburbs. Telephone lines were not available so KFBK engineers built the short-wave transmitter, and the station procured FCC authorization to use it. The call is KABF. The 1640, 2090, 2190 and 2830 kc. frequencies are used on a staggered schedule.

Webster Cigar Extends

WEBSTER-EISENLOHR Inc., New York (Webster, Girard cigars), will extend its current spot series, starting a five-minute news broadcast on WMAQ, Chicago, on Feb. 17. KYW, Philadelphia, will be added Jan. 16 and WJR, Detroit, at a later date. The number of days and length of programs vary in each case. WBT, Charlotte, and WOR, Newark, are being used currently. N. W. Ayer & Son Inc., New York, has the account.

WBIG, Greensboro, N. C., is distributing a 34-page booklet *Guide to Highway Safety*, published by the Institute of Government of the University of North Carolina.

WE CONDUCT NO BROADCASTS IN CHINESE!

Station WAVE does *not* "cover" forty-eight states, Mexico, Canada—or China ● We *do* cover the rich Louisville market—a million souls, 420,000 of whom live almost within sight of our new tower in down-town Louisville ● No waste—an N. B. C. audience.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

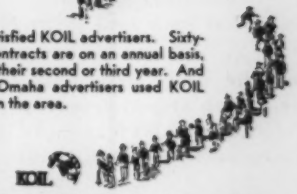
K—is for the KOIL Krime Klan, probably the most popular local program ever in the Omaha area. The Klan is indicative of KOIL programing. Since its birth on a high hill in 1925, KOIL has had more persons on its program payroll than all other stations roundabout, put together. Something?

...rcentage
...rlers Greatest
...ring The Past Week

O—is for Omaha, the market that KOIL covers like a prairie dew. In Iowa and Nebraska crops were great this past year, and AAA and other alphabetical sources of $ have poured in millions—awaiting your client. This for second week in December. LOOK

I—is for the Institution KOIL has become in its home city. Serving every worthwhile civic move, it has become a force for great good in its area. During the past year seventy-three—that's a lot of them—public organizations used KOIL donated time. And you should see our "appreciation letters" file.

L—is for the Long Line of satisfied KOIL advertisers. Sixty-three (63) per cent of its contracts are on an annual basis, and 29 per cent are now in their second or third year. And—here's something—more Omaha advertisers used KOIL than used all other stations in the area.



KOIL, Omaha and Council Bluffs, owned and operated by
CENTRAL STATES BROADCASTING CO.
in conjunction with KFAB and KFOR.
National Representative
FREE & SLEININGER

Finer Facilities + Bigger Studios

WMEX
MAKES
ENTERPRISING
XPANSION

Best Results = Better Service

Some Radio Resolutions

By STATION BREAK

THERE is a fatal charm about the New Year for resolution making. Possibly the celebrations of the period assist in perpetuating the custom. Perhaps we feel that we should make a new start on Jan. 1. The custom is a good one for radio, since on that date, the seasonal upswing to the March advertising peak begins to get under way.

* * *

RESOLUTION 1 . . . *to sell* . . . not be satisfied with taking orders. Certainly you've sold the medium . . . some of you. And in the hard work of doing it you've learned things about radio which, not far off, will give your competition plenty to worry about. This is especially true of some of the smaller of you who have had to fight tooth-and-nail to stay in the swim.

But on the whole, *it's been too easy.* Radio's power has been such that it has been able to sell itself . . . even against a major depression. Again it's selling itself . . . and outstripping all media in rate of growth.

But the more it grows, the tougher will be the eventual competition. A snowball won't roll uphill all its life on its own momentum . . . someone has to push. Besides . . . where would radio volume rise to, if we all sold hard and intelligently.

* * *

RESOLUTION 2. When we sell radio, *to sell the institution of advertising.* Though the temptation may be great in face of attack, recriminations between media merely lower the general confidence in advertising as a whole. If advertising is worthwhile, every medium has its legitimate place. The task of the medium is to sell itself on its *own merits* . . . not on the shortcomings of its competitors.

* * *

RESOLUTION 3. To sell *radio broadcast advertising facilities,* not merely time or announcements. Too often we sell announcements where time could be sold. Too often we sell time without realizing that time must be filled with program and sales material that will produce results. Broadcasting is unique as a medium and must be handled in that light. Broadcasting experience is necessary, and the broadcaster stands in the best position to lend counsel.

* * *

RESOLUTION 4. To *understand radio broadcasting sufficiently* to be able to sell it intelligently. Radio possesses probably more fundamental information than any major medium. Yet it is surprising the extent to which that information has not been disseminated among the industry. Appreciation of what might be called the *philosophy* of broadcasting . . . we hate such a high-hat word but can't think of any other . . . is as necessary as knowledge of its details.

* * *

IF the compilation and dissemination of much of the fundamental promotional material of the medium were centralized in a well-financed trade association, instead of being the product of competitive individual enterprises, broadcast advertising would benefit materially. All credit to those who have carried the burden . . . but the time has come to grow past present development.

* * *

RESOLUTION 5. To consciously build radio circulation. Radio circulation has grown to the point where additional listening will come only from additional service. So far we've taken our circulation as manna from above . . . a blessing which followed rather remotely from our good behavior. What we could do by aggressively building circulation remains to be seen. Sure we've built circulation . . . by programs, by community cooperation, by extension of our activities . . . but don't tell me that the surface has been more than scratched. If it has . . . the soil is deep and fertile and there's room for intensive cultivation.

* * *

RESOLUTION 6. To pioneer in the program field. Sometimes *Station Break* wonders whether or not radio is beginning to show the same signs of stereotype which the movies exhibited several years ago, before the recent burst of new departures. If so . . . it's time to experiment. Rising income should make it possible. Let me suggest that Leslie Howard and Helen Hayes indicate much wider radio drama possibilities than have thus far been applied.

* * *

RESOLUTION 7. To foster, consciously, sound trade practices and business organization *for the industry as a whole.* A recognition system for broadcasting died because too few stations could appreciate its value in the creation of *new* business . . . How many stations have applied the NAB's standard accounting procedure? A unified approach will continue to be vitally necessary if the present efforts of the ANA, AAAA and NAB for a radio research bureau are to be successful. So also with copyright. An industry succeeds to the measure to which it has vision. It dare not be handicapped by the astigmatism of its component units.

* * *

RESOLUTION 8. To develop a healthy respect for one's own importance . . . *for the importance of radio.* Too often radio has been the gawky schoolboy, bullied by his fellows . . . afraid to assert himself. It has been prey for every fool reform group without other outlet for its activities. It has listened respectfully to other reformers . . . with axes to grind . . . whom it should have kicked down the stairs. It has been equally respectful to legislative and regulatory programs . . . thank goodness the good sense of those really in authority stopped most of the worst brain storms . . . constructed without any seeming appreciation of the economic and social characteristics of the medium or those whom it serves.

* * *

PARDON us . . . we get rabid on this subject. You can add, from your own experience, the great deal more we would like to say. We're the most potent development in communication since the printing press was invented. We're more than a business . . . we're a profession . . . the Fifth Estate . . . as they call it sometimes. Let's be the Fifth Estate, in all its glory and with all responsibility . . . and not play dead dog.

RESOLVED . . .

The Radio Transcription Company of America hasn't any "resolves" for the New Year . . . except to reiterate its oft told policy that this pioneer transcription program organization is ever abreast of the rapidly changing times in which we are living.

An informed contact service organization constantly in the field . . . a staff of program producers who can really "feel the pulse" of the fan audience and concoct entertainment features of real value . . . and an administrative department that is in touch with broadcasters the world over.

That is what Transco offers to radio stations today and tomorrow. Customers of six years' standing will attest to the genuine friendly cooperative spirit of the firm. Subscribers to Transco's bloc unit sales plan are not "just another customer". They join a business family wherein each and every client receives personal service.

So, on the verge of a new year, Transco does not rush forth with vague promises and glib phrases. But it does want the radio fraternity to know that it squares every promise with performance.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

Radio Station WFLA-WSUN

STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG

SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

Radio Political Flurry

(Continued from page 10)

on the other without regard to whether a candidate is in office or out.

Throughout this company's existence Columbia has always acceded to requests for time to be used by the President in addressing the people of the United States. With regard to the specifications of your request for time, I must inform you that I do not believe it is either possible or wise for broadcasting to adopt a mathematical formula of fairness. This is true first because broadcasting has many duties and responsibilities besides serving as a medium for the dissemination of political discussion and second because public interest in varying issues, as nearly as we can judge it; the speakers, the probability of their effecting the action which they advocate and many other factors enter into the decision as to how much time to allot to whom.

For us to adopt anything like a mathematical formula would be wholly to disregard other demands of balanced programming and to surrender into the keeping of others the exercise of editorial judgment and responsibility which we believe devolves upon us and which we gladly accept and seek to discharge.

We believe that a demand similar to that made upon us would be almost unanimously rejected by the newspaper editors of this country who would not commit the allotment of either position or space in their newspapers into the hands of others but who on the contrary have, rightly I believe always reserved to themselves judgment as to relative position and space to be allotted to political addresses and all other news events.

We are not under the domination of this administration and we have never been under the domination of any other. I am therefore forced to challenge the statement in your telegram to me that for us to accede to your request would be proof that we are not under such domination. We do not need such proof. Our record is proof enough. Throughout our history we have allotted freely time on the air for political discussion and we shall continue to do so. Within the past few weeks we have presented among others in opposition Senator Borah, Former President Hoover, Representative Hamilton Fish, the Honorable Henry P. Fletcher, and we have scheduled to speak in the near future, in a number of instances at our own invitation, Former President Hoover, John W. Davis, Jouett Shouse, Colonel Frank M. Knox, Governor Alf M. Landon and Senator L. J. Dickinson.

After the President has delivered his address to the Congress and to the people, if the Republican Party desires that we allot time to certain speakers for the purpose of combatting such portions of his address as leave them in disagreement, we should be glad in fairness and in the exercise of our best editorial judgment to allot such available time as we believe befits the circumstances. On the other hand, so that you will understand our position and our reasons for it, I must explain that in the interest of what we judge to be good broadcasting, this company cannot accept the principle that all broadcast activities of the Government of the United States or its spokesmen are in the nature of political activities and are to be mathematically balanced by similar broadcasts at similar time by a political party in opposition to the party to which Mr. Roosevelt belongs.

I hope I have made clear to you that we distinguish between the President of the United States and Franklin D. Roosevelt as a candidate for political office and we shall try to apportion time among the political candidates and their supporters with fairness and with good editorial judgment.

ASCAP Cracks Down on Stations

(Continued from page 7)

all groups, such as ASCAP, Warner, Associated Music Publishers, European Society of State Authors and Composers, and miscellaneous groups.

Up to the time of the ASCAP summary action on Jan. 10 some 200 stations had Warner contracts, and were paying substantially more for the right to perform the same amount of music they have held heretofore. The major networks and the remaining 400 stations were going without the music controlled by the Warner houses and evidently have been able to survive the loss without serious trouble to themselves, their listeners or their time-buying clients.

That the networks are contemplating litigation against Warner because of the ASCAP withdrawal was indicated in correspondence released Jan. 7 by the Warner organization.

CBS, in a letter dated Dec. 31 to the five Warner publishing houses, brought out that its contract with ASCAP was made at a time when the Warner houses were members of the ASCAP and that in legal effect Warner was "a party to such agreements". Mention also was made that Warner had notified CBS that it intended to sue for copyright infringement in the event musical compositions published by Warner were broadcast.

"Furthermore," said the CBS letter, "we are advised that all of the authors and composers who wrote the compositions which you purport to restrict have continued their membership in the American Society of Composers, Authors & Publishers. The Society claims to have the right to license us to perform the works published or copyrighted by you, both because of your aforesaid membership in the Society at the time that our contracts were made, because of the continued membership in the Society of the authors and composers of the musical compositions published by you, and for numerous other reasons."

The NBC letter was in the nature of a "formal protest" against refusal to furnish the requested information. "It is, of course, our intention to hold you responsible for any damages which may be sustained by us by reason of your acts in connection with musical compositions which you claim to own or control, and to take such action as may be necessary or appropriate for the protection of our rights under our license agreements with the American Society of Composers, Authors & Publishers," the letter concluded.

The Warner replies, signed by Herman Starr, categorically denied the contentions, and alluded to alleged misstatements in the CBS letter. Supplementing the written replies, Warner released a press statement in which it said it was not true that ASCAP claims to have the right to license the net-

(Continued on page 46)

Cantor and Pebeco

(Continued from page 12)

the large size for a shilling—or the junior size for a thin dime. Julius Caesar, what a toothpaste! Folks, just goeth to thy Merchant of Venice—venice time to buy a toothpaste—and shout, "Avaunt, avaunt, avaunt—a tube of New Pebeco. It acts quickly. You won't have to wait till the Twelfth Night for your mouth to feel like "A Midsummer Night's Dream".

So if the proof of the pudding is in the eating—Eddie Cantor is a truly great radio comic and a super radio salesman. The constantly upward slanting curve of Lehn & Fink's "New Pebeco" sales chart proves my point. Last spring, when the Eddie Cantor "New Pebeco" program went on the air, the sales jump started from scratch. Results were tremendous.

Getting into action again this fall there was a high mark to shoot at. To secure increases radio practically had to carry all the load. There was no supplementary newspaper or magazine advertising campaigns, little or no dealer helps or tie-ins to merchandise the program in the way of window or counter displays. A few trade paper ads to foster distribution and acquaint dealers with the appeal of the new "Red, White and Blue" cartons about covered everything aside from radio.

Returns at this date indicate at least a gain of between 25 and 35% over last season's high mark—the Yankee Doodle Red, White and Blue carton is on more dealers' shelves and counters—but the outward movement is gaining more than satisfactory momentum.

Dari-Rich on NBC

BOWEY'S Inc., Chicago (Dari-Rich chocolate drink) will sponsor a new series on a split NBC-WEAF network beginning March 1, Sundays, 1:30 - 1:45 p. m., and Thursdays, 5-5:15 p. m. The sponsor had been using transcriptions in the East and Midwest, but this is the first network program. The program is contracted for 52 weeks, and will originate in Chicago. Russell C. Comer Advertising Co., Chicago agency, placed the account.

WSYR

Offers New

Quality

Reception

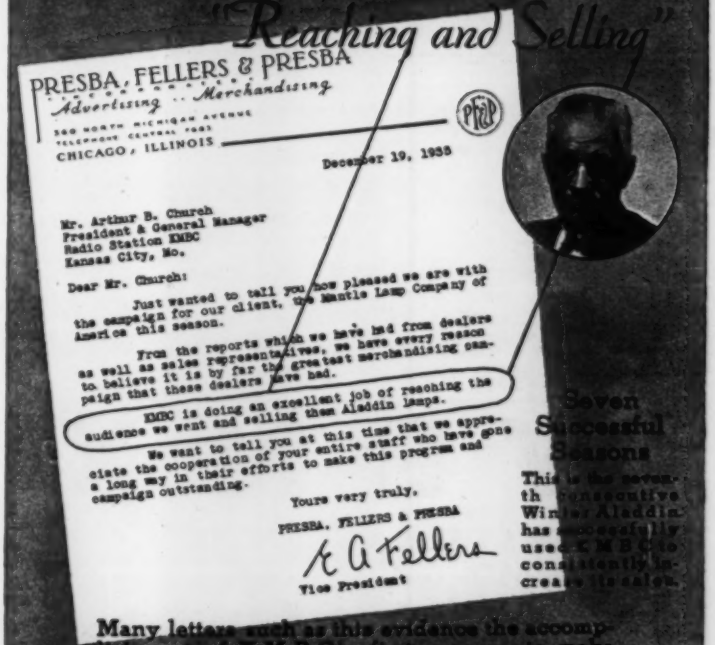
to

SYRACUSE

New High Fidelity Transmitter on Air this month.

KMBC *is...*

"Reaching and Selling"


PRESBA, FELLERS & PRESBA
Advertising Merchandising
CHICAGO, ILLINOIS
December 19, 1935
Mr. Arthur B. Church
President & General Manager
Radio Station KMBC
Kansas City, Mo.
Dear Mr. Church:
Just wanted to tell you how pleased we are with the campaign for our client, the Mantle Lamp Company of America this season.
From the reports which we have had from dealers as well as sales representatives, we have every reason to believe it is by far the greatest merchandising campaign that these dealers have had.
KMBC is doing an excellent job of reaching the audience we went and selling them Aladdin lamps.
We want to tell you at this time that we appreciate the cooperation of your entire staff who have gone a long way in their efforts to make this program and campaign outstanding.
Yours very truly,
PRESBA, FELLERS & PRESBA
Vice President

Seven Successful Seasons

Many letters such as this evidence the accomplishment of KMBC's first purpose: to make all clients' advertising REACH and SELL people in the KMBC-Area!

5000 Watts Day — **KMBC** KANSAS CITY — 1000 Watts Night

Free & Steinhauser, Inc., National Representatives

IN THE
SUPERIOR COURT OF THE STATE OF WASHINGTON,
IN AND FOR THURSTON COUNTY

STATE OF WASHINGTON EX REL G. W. HAMILTON, Attorney General, *Plaintiff*,
vs.
AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, an unincorporated association; GENE BUCK, its President; LOUIS BERNSTEIN, its Vice-President; JEROME KERN, its Vice-President; JOSEPH YOUNG, its Secretary; ROBERT CRAWFORD, its Assistant Secretary; SAUL H. BORNSTEIN, its Treasurer; SIGMUND ROMBERG, its Assistant Treasurer; NATHAN BURKAN, its Counsel; E. C. MILLS, General Manager; JOHN L. STANLEY; ET AL., *Defendants*.

NO. 16114

NOTICE TO CREDITORS

NOTICE IS HEREBY GIVEN that the undersigned has been appointed and has qualified as receiver of AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, an unincorporated association, and each and every member thereof for the uses and purposes specified in the orders and judgment heretofore entered in this cause and that all persons having claims against said defendant A. S. C. A. P., or any member thereof, are hereby required to serve the same, duly verified, on said receiver or his attorneys of record at either address below stated and file same with the Clerk of said court, together with proof of such service, on or before the first day of April, 1936, or same will be barred.

Dated at Olympia, Washington, this 31st day of December, 1935.

TRACY E. GRIFFIN,
Receiver,
Suite 1107 American Bank Building,
Seattle, Washington.

G. W. HAMILTON,
Attorney General, for the State of Washington.
E. P. DONNELLY,
Assistant Attorney General,
Temple of Justice, Olympia, Washington.

Hollywood Office Opened By J. Walter Thompson

TO ACCOMMODATE increasing program activity in Hollywood, J. Walter Thompson Co. has opened an office there to handle talent and production. Temporary quarters are not being occupied. The agency will continue to maintain its Los Angeles branch office.

In charge of the new office is Danny Danker, with Herbert Polesie being transferred from New York as his assistant. Calvin Kuhl, who has been in charge of Hollywood production, has been transferred from the Los Angeles and will continue to head the production staff. Frank Woodruff will be transferred from New York. Sam Moore and Edward Rice will write radio scripts.

420
MADISON AVE.
Between 48th and 49th Streets, Adjacent to Radio City

Office Bargains

A limited number of choice offices at bargain prices in modern building, particularly convenient for Radio interests.

250 sq. ft. up

BRETT & WYCKOFF, INC.
400 Madison Ave., N. Y. C. ELdorado 5-6900

"Roxy" Is Dead

ALL RADIO is mourning the death of S. L. (Roxy) Rothafel, pioneer showman and radio impressario, who died in his sleep the morning of Jan. 13 in his suite in the Hotel Gotham, New York. He was 52, and lived at the hotel with his wife. Two children also survive, Arthur, now in California, and Mrs. George Bijur, wife of the vice president of Fletcher & Ellis, New York, who until recently was promotion manager of CBS. "Roxy" was one of the earliest program conductors in radio, his famous hours having won wide popularity as both sponsored and sustaining features on the networks. He is credited, along with M. H. Aylesworth, former NBC president and now its board vice chairman, with conceiving the original plan for Radio City as a world entertainment center focusing around radio.

Sleetex Announcements

SLEETEX Co., New York (gadget to take sleet off automobile windshields) used a concentrated one-minute weather announcement campaign on 13 stations in the East and Midwest this month. The stations were: WBZ-WBZA; WMCA, WBEN, KYW, KDKA, WTAM, WTCN, KSD, WJR, WCKY, WENR, and WBNS. Humbert & Jones, New York agency, placed the account.

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

ASCAP Cracks Down on Stations

(Continued from page 45)

works to perform Warner works. (Letters are published herewith in full.)

Further, the Warner statement said, the effect of the withdrawal of its music "has already become noticeable in radio programs from the big chains and from stations not included among the 170 which have already accepted the new contract submitted by the Warner companies. Old tunes are being played again and again. Formerly a restriction existed against the use of any given tune more than once in three hours. This restriction has apparently been abandoned as a result of the shortage of music created by the refusal of the chains and certain stations to meet the requirements of the new Warner contract.

Since Dec. 31, both of the networks have been functioning without the music of the Warner Bros. houses. Despite the Warner statement, they feel they have proved that they not only can get along without it, but also that there has been no loss in quality or diversity.

Networks notified their advertisers and their affiliated stations Jan. 6 that music from "George White's Scandals of 1936", "Jumbo", and "I Dream Too Much" may be performed pursuant to the ASCAP license. Heretofore there was some question about this music because of the difference between ASCAP and Warner Bros. Furthermore, it was stated that examination is being made of contracts and documents relating to other composers and compositions looking toward their clearance for performance without Warner Bros. licenses.

CBS, in its letter, stated that the numbers in the three shows removed from the doubtful list are as follows:

George White Scandals of 1936: Cigarette; Anything Can Happen; I Forgot My Gloves; I'm the Fellow Who Loves You; Life Begins at Sweet Sixteen; Tell the Truth, and I've Got to Get Hot.

I Dream Too Much; I Got Love; I'm the Echo; Jockey on the Carrousel, and I Dream Too Much.

Jumbo; Diavolo; My Romance; Little Girl Blue; Over and Over Again; Circus on Parade; Most Beautiful Girl in the World, and Song of the Razorbacks.

The network view is that the longer Warner Bros. music remains off the networks, the easier it will be to forget the catalogs for future use. Gradually, it is contended, uncertainties over performing rights of many of these numbers will be cleared up and a good portion of them guaranteed under ASCAP licenses. It appears, it was reported, that about one-half of the Victor Herbert numbers will be available via the ASCAP license, with only his operettas held by the Warner group.

The ASCAP-Warner feud has been the cue for much buffoonery on the networks and over many stations. Restricted numbers are mentioned almost nightly in network shows particularly in the amateur hour, and comedians are making real capital of the situation.

NBC announced Dec. 6 that Sigmund Romberg, composer and conductor of the Swift & Co. program over an NBC-WEAF network, has found his way out of the music plight. He is forbidden from playing most of his own hits, published by Warner houses, so he is going to write new songs for his program. And the songs will be published by an ASCAP publishing house member, thus making them available to the "major networks".

Mr. Romberg, president of the Songwriters Protective Association, also is going to be honored by the music world during the week of Feb. 9, which has been designated "Sigmund Romberg Week". Frank Black, general musical director of NBC, is chairman of the national committee arranging the tribute. Directors of orchestras on every program, in every hotel and in every theatre are being asked to play at least one Romberg composition during "Romberg Week".

Numerous Conferences

MR. BALDWIN remained in New York following the temporary adjustment of both ASCAP and Warner catalogs on Dec. 29 and 30. He conferred with the smaller performing rights groups such as Associated Music Publishers and Society of European Stage Authors & Composers, in an effort to evolve a basis upon which music could eventually be procured under the same terms from all licensors.

Obviously this had to do with tentative discussion of a "per piece" basis, which is specifically provided for in the revised contract negotiated by Warner Bros. It is this form of payment which is vigorously opposed by the major networks. The logical effect of universal adoption of "per piece" if it comes to that, would be passing of the costs along to the advertiser.

Meanwhile, it was ascertained that Mr. Starr, president of Music Publishers Holding Corp., and vice president of Warner Bros., was conferring with American Association of Advertising Agencies' executives. This, it is believed, had to do with reports of attempts to have the agencies and the advertisers do without the use of Warner Bros. music. There was loose talk of possible "restraint of trade" action by the Warner houses against the networks.

Despite the unsettled conditions associated with negotiation of performing rights arrangements, the broadcasting industry was united in the effort to accomplish something on the more fundamental issues of legislation and judicial review of music performance.

Regarded as sheer propaganda was the story published in a theatrical paper that the Government had dropped its anti-trust suit against ASCAP. Denied in the last issue of BROADCASTING because of the unrest it had caused, an official refutation of it was issued Jan. 3 by Attorney General Cummings in a letter to Powel Crosby, president of WLW, Cincinnati, who had sent a strong telegram to the Attorney General urging Federal regulatory action to curb the inroads of the music monopoly.

The Department of Justice head replied that the Department did not authorize publication of the article and was not responsible for it. Further, he stated the Depart-

ment's attorneys were working with counsel for ASCAP in an effort to stipulate certain evidence in the suit, seeking to simplify the case, and that the trial had been temporarily removed from the calendar of the Federal District Court in New York pending these efforts. Rather than drop the suit, the forthright statement was made that it will be pressed.

It was made clear at the Department that the Warner defection from ASCAP has no bearing whatever in the pending suit, since the litigation, alleging a monopoly in ASCAP, was begun prior to the Warner withdrawal.

Mr. Crosley's telegram to the Attorney General read as follows: Variety magazine December 25 indicates likelihood that government will abandon current anti trust suit against American Society of Composers Authors and Publishers as indicated by dropping of the case from the calendar in New York Federal Court due to inability of government attorneys to obtain mutually acceptable stipulations from Society Stop Late developments including Warner Brothers withdrawal from Society seem to indicate necessity of even greater diligence upon the part of the government in this action in order that independent broadcasting stations shall not have already exorbitant fees doubled up on them Stop The whole setup of levying fees is inequitable grossly unfair and definitely requires some form of government regulation in order that the rights of the general public and independent broadcasters may be properly safeguarded and protected the principle of charging royalty fees whether copyright material is used or not is particularly inequitable Stop May I respectfully suggest that complete investigation be made regarding existing special agreements if any between copyright holders broadcasting networks and other types of broadcasters Stop Before entering into or agreeing upon any stipulations with any copyright group it would seem only fair that the National Association of Brodcasters representing most of the independent broadcasting stations and all other broadcasting stations concerned should be aware of and perhaps have a voice in the establishment of such stipulations.

On Capitol Hill

THE INDUSTRY also had an ear cocked toward Capitol Hill, where the Duffy Bill to amend the copyright law is pending before the House Patents Committee. Passed by the Senate last session, the bill would eliminate the statutory innocent infringement of $250 per number and thereby deprive Tin Pan Alley of its most effective weapon in exacting royalties from musical copyright users.

The bill, obviously, is being vigorously opposed by ASCAP and the associated music organizations. During the off-session, much lobbying has been done in the House. At the office of Chairman Sirovich (D.) New York, of the House Patents Committee, it was said Dec. 10, hearings probably will be held on the measure. No date, however, was indicated, because Rep. Sirovich is too busy with other matters.

Passage of the Duffy Bill, espoused by the State Department, and strongly urged by the Senate Patents Committee which minced no words in its report last session challenging the arbitrary powers vested in the music combines under the existing law, is regarded as essential for eventual solution of the copyright issue.

No official action on infringements has been taken by Warner Bros. Unofficially it is stated there have been several. Warner has set up a "spotter" organization in most cities to check on infringements.

Ironically enough, one of the first cases reported was that occurring in California, over KFI, NBC outlet in Los Angeles. On New Year's Day, in picking up the Rose Bowl football game, the number "California Here I Come" was played by one of the college bands and picked up by the KFI microphones. It was a Warner number. This, it is reported, happened twice during the game. KFI, so far as known, has not yet signed a Warner contract for the three-month temporary period.

Transcontinental Broadcasting System, which has as its original objective the setting up of a wax chain and time-selling organization for independents, on Jan. 7 released a partial catalog and order blank of transcribed musical compositions available to stations. Mr. Baldwin last month had notified stations of the availability of this service and drew a sharp protest from Gerald King, head of Standard Radio Inc., transcription library service.

James Waddill, counsel for Transcontinental, in announcing the partial catalog, declared 200 numbers were available out of a potential 5,000 to be ready at an early date. The price fixed was 60 cents per number C. O. D., for delivery during January. Most of the compositions listed appeared to be copyright free in this country, or in the public domain. The order form carried the provision that Transcontinental had acquired the radio right for public performance of the literary and musical selections contained in each and all of the recordings.

"This music activity," said Mr. Waddill's letter to BROADCASTING, "is our first step toward assisting in the present music problem."

Reflecting the feeling evidently typical among broadcasters over the current contingency was a letter sent New Year's Day to all broadcasters by James R. Curtis, president of KFRO, in Longview, Tex. Declaring the radio business is becoming a football to be kicked about by ASCAP, Warner and other music copyright holders, he urged stations to get behind the Duffy Copyright Bill and press for its enactment at the current session.

"Warner Bros." said the letter, "weren't satisfied with their share of the ASCAP forced contracts, so now they want broadcasters to sign a contract with them to pay and pay. Who knows but what Warner Bros. and ASCAP got together in advance and planned this additional raid on the funds of radio stations? Broadcasters are being harassed from every angle to sign these contracts or quit broadcasting."

Oklahomans Organize

Mr. Gillespie

PLANS for a state network are under consideration by Oklahoma Broadcasters, who on Jan. 3 organized the Association of Oklahoma Broadcasters at a meeting in Oklahoma City. They elected William C. Gillespie, manager of KTUL, Tulsa, as president; Neal Barrett, manager of KOMA, Oklahoma City, vice president; H. J. Porter, KCRC, Enid, secretary-treasurer. The next meeting will be held Jan. 17.

"OPPORTUNITY HOUR" has been started on KFAC, Los Angeles, with an evening hour six days each week. Los Angeles Railway and 12 other commercial sponsors underwrite the program cooperatively.

"Plug" Kendrick says:

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Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
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Network-Warner Letters

(Continued from page 7)

sition owned or controlled by" you may be given, does not furnish us any aid in determining what compositions you purport to control. We regard your failure to furnish us the necessary information with reference to such purported withdrawal as calculated to entrap us into copyright violations, and put you on notice that we will raise such defense in any action which you may bring against us.

Damages will not be wholly determinable, nor wholly compensative, for the injuries which will be suffered by us because of your purported withdrawal from the American Society of Composers, Authors & Publishers, and because of your threatened suits against us for copyright infringement. We shall hold you to account, however, for such damages as may be determinable, and we expressly reserve against you all rights and remedies, equitable as well as legal, which may accrue to us, or to which we may be or become entitled by reason of your course of conduct. We also put you on notice that we shall, at our option, make this letter a part of the complaint or moving papers in any action which we may bring against you.

Mr. Starr's reply to CBS:

Your letter of Dec. 31, 1935, addressed to Harms, Inc., M. Witmark & Sons, Remick Music Corp., T. B. Harms Co., and New World Music Corp., containing self-serving declarations and self-serving conclusions of law, has been received.

We note particularly the use to which you intend to put your letter by the significant statement in it that you intend to make it a part of the complaint or moving papers in any action you may bring against us. The fact that your letter contains so many mis-statements of facts with which you should be familiar, as to make irresistible the conclusion that the mis-statements were intentional, renders it advisable, in our judgment, to call your attention to the facts which actually exist.

You state that we have "purported" to withdraw from the American Society of Composers, Authors and Publishers as of Dec. 31, 1935. Not only have we withdrawn, but the American Society has acknowledged publicly that fact, as well as the fact that our musical compositions have been withdrawn from the repertory of the Society.

We, the corporations to which your letter of Dec. 31, 1935, has been addressed, and each of us denies, that it is a party to or in any wise obligated by any present contract between the American Society and the signatories to your letter or any of them. No person, firm or association at any time had authority to act for us or any of us in entering into any agreement with you or any of you, for the period beginning Jan. 1, 1936. You and your respective executive officers, and counsel, prior to the date when you state you renewed your contract with the American Society on June 4, 1935, were in negotiation with us looking to the acquisition separately from us of licenses in respect of our musical compositions. You chose not to consummate those negotiations but, notwithstanding the pendency thereof, and without our knowledge, you entered into an alleged renewal contract with the American Society after full knowledge on the part of your executive officers and counsel of the fact that our assignments to the American Society terminated Dec. 31, 1935, and of our intention not to renew them, and further of our intention to resign from the American Society at the end of the year 1935, and with full knowledge of the fact that no person, firm or association could in any manner commit us to any contractual obligation effective after or beyond that date.

Your alleged renewal agreement with the American Society, according to our information which is corroborated by your counsel, was signed with an extraordinary unexpectedness and alacrity on the eve of the commencement of the Government Equity Suit against the American Society. For upwards of two months prior to June 4, 1935, the date when you say that the agreement was signed, we had been negotiating with you regarding a separate license to you for the use of our musical compositions. Notwithstanding that fact, we were not accorded the usual business courtesy of being informed of your discussions and negotiations leading to the alleged renewal agreement. On the contrary, your activities were such as to lead to no other conclusion than that your purpose was to cause us embarrassment and to confront us with a consummated agreement with the Society, and thereby to seek to deter us from carrying into effect our declared intention not to renew our arrangements with the Society at the conclusion of the year 1935. The predicament of which you now complain is the direct result of such activity and such purpose on your part.

It is not a fact that all of the authors and composers of our works have continued their membership in the American Society and, further, it is not true that the Society claims, for any reason whatsoever, to have the right to license you to perform the works published or copyrighted by our companies. Under our respective agreements with the Society, we had the right not only to withdraw from membership but also to withdraw our musical compositions from the Society's repertory, and the Society has given notice of our withdrawal from its membership and also of the withdrawal of our works from its repertory.

As aforestated, all licenses held by you for the use of our musical compositions terminated on Dec. 31, 1935 and were not extended beyond that date, and there is, therefore, no contractual relationship existing between us. Furthermore, we and each of us have duly registered in the Copyright Office at Washington, D. C. all our publications and have published such compositions with their copyright imprints thereon together with all information necessary for you to protect your interests. Therefore, we do not recognize that any burden rests upon us to furnish you with a list of our copyrighted compositions and regard your charge that our failure to furnish the information requested is calculated to entrap you into copyright violations or to cause you to act at your peril on and after January 1, 1936, as wholly unwarranted.

Irrespective of whether or not your reference to "questions in dispute between the Society" and ourselves is relevant, we are confident that if and when such questions arise, we shall be able to dispose of them in a more orderly manner than you have chosen in attempting to intimidate us by your letter under reply. Moreover, we do not recognize that there is any obligation upon us to render available to you copies of private contracts between ourselves and composers and authors. We have taken the position of which you have been advised, based upon our contractual rights and our rights under the copyright law and there is nothing contained in your letter which in any way changes our views or suggests to us that we should recede from that position.

Letter of NBC

NBC's letter (signed by Richard C. Patterson Jr., executive vice president) to Warner:

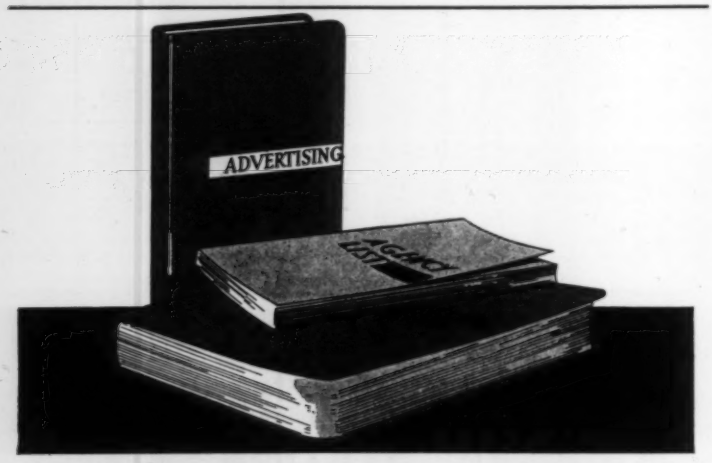
This will confirm the oral request which we have made from time to time that we be furnished with a list of the musical compositions referred to in your recent announcement that you have resigned from the American Society of Composers, Authors and Publishers as of Dec. 31, 1935, and that you claim the exclusive right to license the performance, on and after Jan. 1, 1936, of musical compositions owned or controlled by you.

As you know, we have for many years held licenses from the American Society of Composers, Authors and Publishers to broadcast musical compositions copyrighted or composed by members of the Society, which licenses were, in June, 1935, extended to and including Dec. 31, 1940. We are advised that the rights acquired by us by virtue of such licenses include the right to broadcast, during the terms thereof, musical compositions published by you, and, accordingly, do not recognize the validity of the claim which you now assert.

Nevertheless, your threat to enforce your claim by actions for injunctions and damages under the Copyright Law has made it seem in-

Shorts for Warner

THOUGH Warner Brothers may be at odds with the broadcasters over copyright, notably with the networks, that has not deterred its subsidiary, Vitaphone, from signing 12 leading announcers and commentators for a series of movie "shorts" to be titled *Our Own United States*. Those signed include Milton Cross, David Ross, James Wallington, Kenneth Roberts, Gabriel Heatter, H. V. Kaltenborn, Howard Claney, Harry von Zell, Paul Douglas, Harlan Reed, John S. Young and Don Wilson.



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advisable, for the present at least, as a matter of business policy, to assume the risk of broadcasting musical compositions affected by such claim, notwithstanding the provisions of our license agreements.

It is, however, necessarily impossible for us to identify the particular compositions of which you claim ownership or control. You have been a member of the American Society of Composers, Authors & Publishers for many years, during which period the music published by you has been permitted to be grouped by the Society as a part of the great body of music over which the Society has consistently exercised licensing rights. Because our contractual relationship with you has been only through the Society, we have in the majority of instances not been aware whether or not you claimed ownership in or control over musical compositions broadcast by us.

Under the circumstances, therefore, we wish to make this formal protest against your refusal to furnish us the requested information, for the avowed purpose of having us proceed at our peril in broadcasting musical compositions on and after Jan. 1, 1936, and reiterate our request that you furnish us forthwith a list of all musical compositions which you claim are owned or controlled by you and which you claim cannot be performed on and after January 1, 1936, without a license from you.

It is, of course, our intention to hold you responsible for any damages which may be sustained by us by reason of your acts in connection with musical compositions which you claim to own or control, and to take such action as may be necessary or appropriate for the protection of our rights under our license agreements with the American Society of Composers, Authors and Publishers.

Response by Mr. Starr

MR. STARR'S reply:

Receipt is hereby acknowledged of your letter of Dec. 31, 1935, addressed to me as President of Music Publishers Holding Corporation, for and on behalf of its subsidiaries named in the letter. I know of no oral request made by you that you be furnished with a list of the musical compositions referred to in our recent announcement of resignation from the American Society of Composers, Authors and Publishers.

We, of course, are familiar with the fact that for some period of time you held licenses from the American Society of Composers, Authors and Publishers to broadcast musical compositions, including those of our subsidiaries, which licenses expired on Dec. 31, 1935. We have been informed that you undertook to enter into a further agreement with the American Society of Composers, Authors and Publishers purporting to extend the licenses which terminated on Dec. 31, 1935, for a further period of five (5) years.

Prior to the date when you entered into this further agreement with the American Society, which you state was in June 1935, you were in negotiation with us looking to acquiring separately from us licenses in respect of musical compositions of our subsidiaries. You choose not to consummate those negotiations but notwithstanding the pendency thereof, you entered into the further agreement with the American Society referred to, after full knowledge from us of our intention to withdraw from the Society at the end of the year 1935 and that we were willing to proceed to negotiate with you for the use of our music after that date.

In view of the fact, therefore, that commencing with the period Jan. 1, 1936, there exists between us no contractual relationship — a situation of your own choosing—we do not recognize that any burden rests upon us to furnish you with a list of our copyrighted publications. All of those publications have been duly registered with the Copyright Office at Washington and every printed copy contains thereon all of the necessary information to give you or anyone else notice that we are the copyright proprietors and to enable you to avoid the use thereof without previous licenses from us. Any imputation that the failure to furnish further information for the purpose of having you proceed at your peril after Jan. 1, 1936, is entirely unjustified.

We note the advices which you say you have received, as set forth in the second paragraph of your letter. These advices in your opinion and in that of our counsel, are unsound, particularly in the face of the fact, as stated above, that for a long time prior to June 1935, it was known to your organization and widely and continuously publicized that after Jan. 1, 1936, our subsidiaries would no longer continue as members of the American Society of Composers, Authors and Publishers.

This notice of intention to resign from the American Society and to withdraw the works of our companies from the repertory of the Society, was given in good faith, voluntarily and without legal or contractual obligation. We preferred to give this advance notice, in order that intending users might avoid infringement of copyright, rather than to wait until such infringement might occur and then institute suit for injunction and damages.

We have made and make no threats, but we do not expect that the compositions of our companies will be used by you or any other person, firm or corporation in violation of law. This statement was made to you when I was in your office for the purpose of trying to negotiate a proper basis for the issuance of a license to you. I then stated that if no basis for the issuance of a license could be agreed upon, we expected that our music would not be used.

That is our position today.

H. C. Connette

H. C. CONNETTE, 53, production manager for MacGregor & Sollie Inc., San Francisco transcription producers, died in Los Gatos, Cal., Jan. 10, after a prolonged illness. Connette, nationally known in radio as the writer of "Memory Lane", heard over NBC from San Francisco for approximately five years under his supervision, joined MacGregor & Sollie in July, 1935, coming from KYA, that city, where he was continuity writer and producer. He resigned from NBC Jan. 23, 1933, after five years. A graduate of Hobart College, Geneva, N. Y., he worked on newspapers all over the United States, leaving this country later to carry on his journalistic work in China. Connette wrote his first radio continuity in Shanghai, where he was telegraph editor and read dispatches over a radio station. To relieve the monotony of a half hour of straight news broadcasting, he introduced musical selections and continuity. NBC engaged him by mail and Connette traveled all the way from China to join the network's San Francisco studios.

ARTHUR GERBEL Jr., formerly with the Foster & Kleiser and the Gunther - Bradford Agency, Chicago, has been named manager of the sales staff of KOMO and KJR, Seattle, handling food and amusement accounts.

Affiliated Products on CBS

AFFILIATED PRODUCTS Inc., Chicago will return to CBS this month with two shows. The first, *Romance of Helen Trent*, will start on 17 CBS stations Jan. 20, Mondays through Fridays, 11:15-11:30 a. m., for 52 weeks. It is now a spot program on WGN, Chicago. The program will be in the interest of Edna Wallace Hopper's cosmetics. The second series will promote Louis Phillippe products over 39 CBS stations starting Jan. 22, Wednesdays, 7:15-7:30 p. m., with rebroadcast 11:15. The sponsor is said to be contemplating two more programs to begin shortly. Blackett - Sample - Hummert Inc., New York, placed both accounts.

FOUR 15 - minute novelty studio programs during the week of Jan. 20 have been purchased over WOR, Newark, by the National Association of Engine & Boat Mfrs., New York, to promote the 1936 motor boat show, account being handled by Wortman, Brown & Co., Utica, N. Y.

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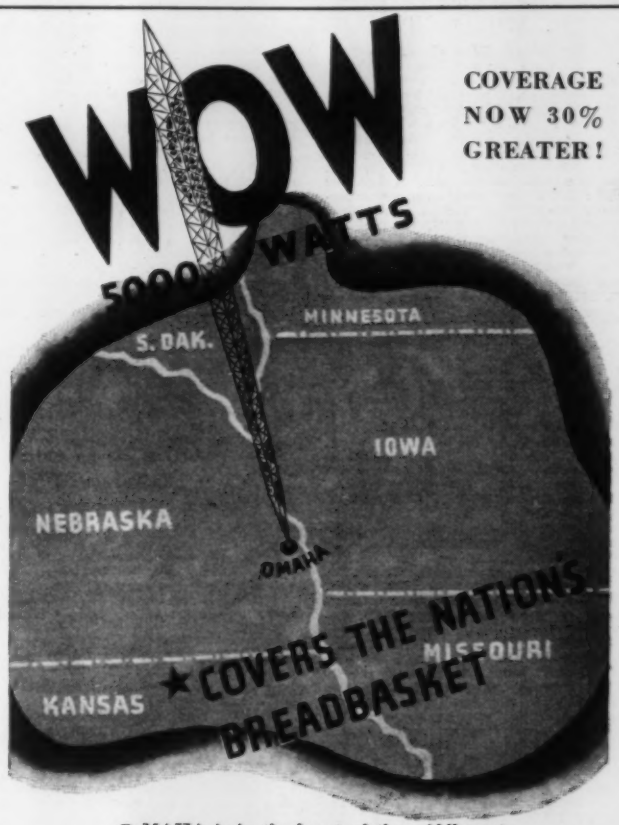

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ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JANUARY 2 TO JANUARY 13, INCLUSIVE

Decisions . . .

JANUARY 10

APPLICATIONS GRANTED:

WWJ, Detroit—Modif. CP trans. site Myers & 8th Mile Road, Oak Park.

WHBB, Selma, Atlanta — Modif. CP change equip., approving antenna; granted license for CP.

WMBD, Peoria — Modif. CP antenna, trans. sites; change equip., extend commencement.

WJR, Detroit—License use old 10 kw trans. as aux. same site main trans.

KPOF, Denver—License CP new trans., change equip.

WCAE, Pittsburgh—License new equip., increase to 1 kw N 5 kw D; granted license for aux., granted auth. antenna measurement.

WMPC, Lapeer, Mich. — License new equip.

WJAX, Jacksonville, Fla.—License for CP change equip., increase to 5 kw D.

KABC, San Antonio—License for CP change equip., increase to 250 w D.

KIUP, Durango, Col.—License for CP new station 1370 kc 100 w unltd.

WMT, Cedar Rapids, Ia.—Consent vol. assignment license to Iowa Brdcstg. Co.

KSO, Des Moines—Same.

WMT, Waterloo—Modif. exp. auth. change equip. 1 kw N directional 2½ kw D.

WOW, Omaha; KQV, Pittsburgh—Auth. antenna measurement.

WSAI, Cincinnati — CP change equip., move trans. to Cincinnati.

NBC, New York—Auth. transmit selected recorded programs to CJOR, CFAC, CJOC, CJCA.

NEW, Springfield, Ill.—CP pickup 2 w.

NEW, Evening News Assn.—CP gen. exp. 100 w.

NEW, Kosiusko, Miss.—CP exp. 100 w.

NEW, Memphis—CP gen. exp. 50 w.

SPECIAL AUTHORIZATIONS—KNOW, Austin, KFKB, Sacramento; WSMB, New Orleans, temp. auth. operate without freq. monitor; KIRO, Seattle, granted extension temp. auth. 710 kc 500 w unltd.; KGA, Spokane, granted extension temp. auth. 50-w trans.; KHQ, Spokane, same; WMBF, Miami, granted extension temp. antenna; WMBC, Richmond, Va., extension spec. hours; WKAR, E. Lansing; WWJ, Detroit, granted temp. approval operate without freq. monitor; WIBA, Madison, granted temp. auth. reduce power to 500 w N non-directional pending construction.

SET FOR HEARING — NEW, Wolverine Brdcstg. Co., John E. Fetzer, Ann Arbor, Mich., CP 800 kc 1 kw D; NEW, Star-Chronicle Pub. Co., St. Louis, CP 1250 kc 1 kw unltd.; NEW, Times Dispatch Pub. Co., Richmond, Va., CP 1500 kc 100 w unltd.; NEW, W. T. Knight Jr., Savannah, CP 1310 kc 100 w unltd.; NEW, Douglas G. Doozer & Jack Richards, Brunswick, Ga., CP 1420 kc 100 w D; NEW, Gomer Thomas, Bellingham, Wash., CP 1420 kc 100 w unltd.; NEW, B. A. Thompson, Santa rux, Cal., CP 1310 kc 100 w N 250 w D unltd.; NEW, Springfield Newspapers Inc., Springfield, Mo., CP amended 790 kc 1 kw D; NEW, Hunt Brdcstg. Assn., Fred Horton, Greenville, Tex., CP amended 1200 kc 100 w D; WIOD-WMBF, Miami Beach, CP change equip., move trans. 3 miles; WCOL, Columbus, CP change equip., increase to 250 w D; WLBL, N. Ellis, Wis., CP change equip., increase from 2½ to 5 kw D; WSBT, South Bend, Ind., CP change equip. directional antenna, change from 1360 to 1010 kc, increase from 500 w to 1 kw, move trans., change hours to unltd.; WELI, New Haven, modif. license from 900 to 930 kc from 500 w D to 250 w N 500 w D unltd.; WEHS, Cicero, Ill., applic. modif. license to 250 w D, change antenna; WHFC, Cicero, CP amended new equip., vertical radiator, increase 100 to 250 w D; NEW, Continental Radio Co., Columbus, CP in docket amended re equip. 1310 kc 100 w unltd.; NEW, John E. Fetzer, Saginaw, Mich., CP in docket amended to 630 kc 1 kw D; KFPM, Greenville, Tex., CP change equip., increase from 15 to 100 w D; NEW, Ralph E. Smith, San Diego, CP in docket amended to 1200 kc 100 w; KFOX, Long Beach, Cal., applic. vol. assignment license from Nichols & Warinner Inc. to Hal Nichols Inc.

ACTION ON EXAMINERS' REPORT:

KGKB, Tyler, Tex.—Granted modif. license for spec. to unltd. D, spec. N LS to 8 p. m., 1500 kc 100 w, sustaining Examiner Walker.

NEW, Eugene DeBogory & Mildred English, d/b Dallas Brdcstg. Co., Dallas—Denied CP 1500 kc 100 w D spec. N, reversing Examiner Walker.

NEW, Eugene DeBogory, d/b Paris Brdcstg. Co., Paris, Tex.—Denied CP 1500 kc 100 w D, reversing Examiner Walker.

NEW, Centennial Brdcstg. Corp., Dallas—Denied CP 1200 kc 100 w unltd., sustaining Examiner Walker.

NEW, Eugene DeBogory, d/b Brownsville Brdcstg. Co., Brownsville, Tex.—Denied CP 1370 kc 100 w unltd., sustaining Examiner Walker.

NEW, Eugene DeBogory, owner Denton Brdcstg. Co., Denton, Tex. — Denied CP 1420 kc 100 w D, sustaining Examiner Walker.

WQDM, St. Albans, Vt.—Remanded to hearing docket.

NEW, Wm. A. Schall, Omaha—Denied CP 1500 kc 100 w unltd., sustaining Examiner Hyde.

NEW, W. R. Cramer, G. A. Anderson, d/b Omaha Brdcstg. Co., Omaha—Denied CP 1500 kc 100 w unltd., sustaining Examiner Hyde.

NEW, F. N. Pierce, Tyler, Tex.—Remanded hearing docket.

NEW, Mountain States Brdcstg. Corp., Salt Lake City—Dismissed with prejudice applic. CP 550 kc 500 w unltd., sustaining Examiner Seward.

WGST, Atlanta—Granted modif. license 500 w to 1 kw N & D 890 kc unltd., sustaining Examiner Seward.

WROK, Rockford, Ill.—Granted modif. license from Sh-WHBL to unltd. 1410 kc 500 w, sustaining Examiner Seward.

NEW, Pat Whitaker, d/b Tampa Brdcstg. Co., Tampa, Fla.—Dismissed with prejudice applic. CP 1370 kc 100 w unltd., sustaining Examiner Bramhall.

NEW, D. B. Sutton, Miami—Dismissed with prejudice applic. CP 1210 kc 100 w unltd., sustaining Examiner Bramhall.

WJJD, Chicago — Reaffirmed grant CP move trans. to Des Plaines, Ill., sustaining Examiner Walker.

ACTION ON CASE HEARD BY COM. BROWN — KFBI, Abilene, Kan., granted renewal license 1050 kc 5 kw ltd., reversing Com. Brown.

MISCELLANEOUS — WDRC, Hartford, approved modif. license to 5 kw D; WHIS, Bluefield, W. Va., reconsidered and granted applic. CP as amended move locally new equip., applic. increased power withdrawn; WKRC, Cincinnati, denied reconsideration applic. modif. license; KGKO, Wichita Falls, Tex., protest grant applic. move trans. to Fort Worth, filed and withdrawn by Temple, Okla., C of C, reinstated; KIT, Yakima, Wash., denied reconsideration action setting for hearing applic. vol. assign. license to Valley Brdcstrs. Inc.; WHDL, Olean, N. Y., denied reconsideration and grant applic. transfer control to Olean Times-Herald Corp.; W6XKG, Ben S. McGlashan, Los Angeles, granted license for CP gen. exp. 100 w.

RATIFICATIONS:

WFAM, South Bend, Ind.—Granted extension temp. auth. Simul. - WWAE (12-20).

KECA, Los Angeles—Granted extension temp. auth. 250 w portable 1430 kc (12-21).

WHIS, Bluefield, W. Va.—Granted extension temp. auth. temp. transmitter (12-20).

WIS, Columbia, S. C. — Granted temp. auth. 560 kc 1 kw N 5 kw D non-directional (12-19).

WWJ, Detroit—Granted extension temp. auth. temp. antenna (12-26).

WCBD, Waukegan, Ill.—Granted extension temp. auth. use studio at Zion, Ill., as main studio (12-20).

KSCJ, Sioux City, Ia.—Granted extension temp. auth. LS-8 p. m. (12-20).

WDBO, Orlando, Fla. — Granted extension temp. auth. added 750 w N (12-23).

WJEJ, Hagerstown, Md. — Granted extension temp. auth. 50 w spec. (12-20).

WINS, New York—Granted temp. auth. spec. hour (12-31).

WLBC, Muncie, Ind. — Granted temp. auth. spec. hours (12-20).

WAPI-KGGF, Coffeyville, Kan.—Granted temp. auth. spec. hours (12-27).

KGHL, Billings, Mont.—Granted extension exp. auth. 870 kc (12-31).

KYA, San Francisco — Granted temp. auth. 100 w portable 1230 kc (12-27).

KNET, Palestine, Tex.—Granted modif. CP change equip., move studio locally (12-21).

WKBV, Richmond, Ind.; WIND, Gary, Ind.; WOW, Omaha; KPOF, Denver; KFKA, Greeley, Col.; WCAE, Pittsburgh —Granted extension test period.

WOW, Omaha—Granted extension temp. auth. 5 kw (12-31).

KGDY, Huron, S. D. — Granted temp. auth. spec. hours (1-3).

KGEK, Sterling, Col. — Granted temp. auth. spec. hours (12-27).

WCAU, Philadelphia — Granted temp. auth. use aux. trans. as main (12-27).

WKAR, E. Lansing, Mich. — Granted temp. auth. spec. hours (12-31).

WNAD, Norman, Okla.—Granted temp. auth. spec. hours (12-27).

WSOC, Charlotte, N. C.—Granted temp. auth. operate without freq. monitor (12-20).

WREC, Memphis—Granted temp. auth. temp. transmitter 1 kw D & N directional (12-20).

WMFO, Decatur, Ala.—Granted temp. auth. operate without freq. monitor (12-27).

Mutual Brdcstg. System—Granted modif. auth. exchange programs with CKLW.

APPLICATIONS DISMISSED — NEW, Broadcasters of Penna. Inc., Erie, Pa., dismissed request applicant; NEW, Springfield Newspapers Inc., Springfield, Mo., same; WPTF, Raleigh, N. C., same; NEW, John E. Fetzer, Kalamazoo, Mich., same.

APPLICATIONS DENIED—NEW, Hubert H. Hall, Erie, Pa., denied as in default; NEW, A. O. Jenkins, Jacksonville, Fla., same.

Examiners' Reports . . .

NEW, Leon S. Packard, Lewis Stebbins, Alden C. Packard, d/b Valley Brdcstg. Co., Pomona, Cal.—Examiner Hyde recommended (I-174) that applic. CP 1160 kc 250 w D be denied.

NEW, Golden Empire Brdcstg. Co., Redding, Cal.—Examiner Dalberg recommended (I-175) that applic. CP 1200 kc 100 w unltd. be granted.

KEPY, Spokane—Examiner Hill recommended (I-176) that applic. CP change from 1 kw to 1 kw 5 kw LS be granted.

NEW, Wisconsin Brdcstg. Co., Oshkosh, Wis. — Examiner Bramhall recommended (I-177) that applic. CP 1310 kc 100 w 250 w LS unltd. be denied.

New, E. L. Clifford, Pottsville, Pa.—Examiner Dalberg recommended (I-178) that applic. CP 580 kc 250 w D be denied.

Applications . . .

JANUARY 2

WHDH, Boston—CP change equip.

WNRI, Newport, R. I.—Modif. CP new station to extend completion.

WDAS, Philadelphia—CP aux. trans.

NEW, Miami Valley Brdcstg. Corp., Dayton—CP gen exp. 100 w.

NEW, WKY Radiophone Co., Oklahoma City—CP exp. relay 5 kw.

WTJS, Jackson, Tenn.—CP new equip. etc. amended to 920 kc.

NEW, State Capitol Brdcstg. Assn., R. B. Anderson, pres., Austin, Tex.—CP 1120 kc 500 w 1 kw D spec. directional.

WSGN, Birmingham — Vol. assign. license to Birmingham News Co.

KWKH, Shreveport, La. — Extension spec. auth. 1100 kc unltd. directional N.

WBOW, Terre Haute — License for CP change equip., increase power.

WEDC, Chicago—Modif. license re hours.

W9XAF, Milwaukee—Renewal license.

W1OXFZ, Don Lee Brdcstg. System—License for CP gen. exp. portable.

KVOS, Bellingham, Wash. — Consent transfer control to Rogan Jones.

APPLICATION RETURNED — KIUN, Pecos, Tex., modif. license from 1420 to 1310 kc.

JANUARY 4

WMFF, Plattsburg, N. Y.—Modif. license from D to 7:30 p. m. 100 w N.

WBNY, Buffalo—Modif. CP trans. site to 154 E. Eagle St.

WFVW, Brooklyn—Transfer control to Brooklyn Council, Kings County Dept. of N. Y. Veterans of Foreign Wars, 51 shares common stock.

WBAL, Baltimore—Extension exp. auth. change from S-WTIC to daily Simul. 1060 kc with KTHS to LS Hot Springs, Ark., from LS to 9 p. m., synchronize with WJZ 760 kc 2½ kw to 8-1-36.

WESG, Elmira, N. Y.—Extension exp. auth. 850 kc D to LS New Orleans.

WJAR, Providence — Extension spec. auth. use added 250 w N.

WTIC, Hartford—Extension exp. auth. change from 1060 to 1040 kc, time from S-WBAL to simul. KRLD.

WKRC, Cincinnati—Extension exp. auth. 1 kw.

KRLD, Dallas—Extension exp. auth. simul. WTIC.

KTHS, Hot Springs, Ark.—Extension exp. auth. change from 1040 to 1060 kc, time from S-KRLD to simul. WBAL to LS, suspend until 8 p. m. and unltd. from then to midnight.

APPLICATION RETURNED — KILU, Little Rock, Ark., modif. license to add 2060, 2790 kc.

JANUARY 7

WFBR, Baltimore—Modif. CP change equip. increase aux. power, to increase max. rated carrier power from 500 w to 1 kw.

WMFD, Frederick, Md.—License for CP new station.

WTEL, Philadelphia—CP change equip., freq., power, time, amended re transmitter site to Bustleton Ave., Castor Highlands, Pa.

NEW, Harold F. Gross, Edmund C. Shields, Saginaw, Mich.—CP 1210 kc 100 w N 250 w D unltd., facilities of WJIM if latter's applic. 1010 kc is granted.

NEW, Ben S. McGlashan, San Diego—CP 1210 kc 100 w D.

JANUARY 10

NEW, Power City Brdcstg. Corp., Niagara Falls.—CP 630 kc 250 w D.

NEW, NBC, New York—CP exp. 1[illegible] mg. 15 w.

W2XK, New York—CP increase from 2 to 15 kw.

W2XF, New York—CP increase from 1 to 12 kw, change visual transmitter.

NEW, Radio Air Service Corp. — CP gen. exp. 10 w.

NEW, Saginaw Brdcstg. Co., Saginaw, Mich.—CP 1200 kc 100 w 250 w D spec. amended to omit prev. amendment.

NEW, Harry C. Lowe & Clara A. Lowe, DuBois, Pa.—CP 850 kc 250 w D, amended to 1210 kc 100 w, move trans. locally.

WPFB, Hattiesburg, Miss.—License CP change equip., hours, move trans.

NEW, Metropolis Co., Jacksonville, Fla. —CP 1200 kc 100 w unltd., amended to 1310 kc.

KIUN, Pecos, Tex.—Modif. license from 1420 to 1310 kc.

NEW, Charles E. Wilkinson, Mason City, Ia.—CP 1370 kc 100 w unltd., amended re trans. site.

KHQ, Spokane—CP increase from 1 kw 2 kw D to 5 kw, move trans. locally, amended re equip.

NEW, Christina M. Jacobson, d/b Valley Electric Co., San Luis Obispo, Cal.—CP 1090 kc 250 w D, amended to 1200 kc.

NEW, Howard G. DeLong & Maurice E. Kennedy, Los Angeles—CP gen. exp. 100 w.

APPLICATION RETURNED — KNOW, Austin, Tex., spec. exp. 1330 kc 250 w change equip.

Hormel Soup on CBS

GEO. A. HORMEL & Co., Austin, Minn. (Hormel soups and chile con carne) will inaugurate a new series on a special Midwest CBS network Jan. 20, Mondays, 8-8:30 p. m. (CST). The program, yet unselected, will originate from WCCO, Minneapolis, and is contracted for an initial period of 13 weeks. Stations comprising this special network, besides WCCO, are: WBBM, Chicago; KRNT, Des Moines; WOC, Davenport; KSCJ, Sioux City; KFAB, Lincoln; and KMBC, Kansas City. Batten, Barton, Durstine & Osborn Inc., Minneapolis, is handling the account.

JOHN H. MacDONALD, formerly of Trade-Ways Inc., New York marketing and management counsel, has joined NBC to supervise installation and operation of a cost record system. He will report directly to David Rosenbloom, NBC vice president and treasurer.

FCC Inquiry on "Fixing" Charge Ordered; Investigation by Congress Is Threatened

A FACT-FINDING investigation of allegations of "fixing" of broadcasting cases is being conducted by a committee of five members of the FCC, it was disclosed Jan. 10. The decision to investigate, reached at a meeting of the full FCC on the preceding day, grew out of a reported "drunken" conversation said to have taken place in a Washington hotel in November in connection with the competitive applications for broadcasting stations facilities in upper New York state.

At the behest of Chairman Anning S. Prall, the incident had been investigated by the Bureau of Investigation, Department of Justice.

Numerous press reports stated that the Bureau's agent had reported that the whole incident grew out of a "drinking party", and that the conversation was, in his opinion, wholly irresponsible.

In spite of this, however, the FCC majority decided at its meeting Jan. 9 to conduct the fact-finding inquiry. Chairman Prall and Judge E. O. Sykes, Broadcast Division chairman, were excluded from the committee at their own request. Dr. Irvin Stewart, vice chairman of the FCC, was named chairman of the investigating committee. Other members are Paul A. Walker, Thad H. Brown, Norman S. Case and George H. Payne.

Urges Congress Inquiry

AN IMMEDIATE repercussion to the FCC action was a blast from Capitol Hill threatening an investigation of charges of "playing politics" by the communications agency. It was in the nature of a revival of the "Mexican incident" of last year when a delegation of Congressmen, lead by Rep. Connery (D.) of Mass., protested against an NBC broadcast of an allegedly lascivious poem sponsored by the Mexican Tourist Bureau.

It was Rep. Connery who burst forth Jan. 11 by styling the FCC self-investigation as "an attempt to cleanse the Commission before Congress takes action". He said a Congressional investigation into all activities of the FCC would be requested at this session. If such an inquiry were held, it presumably would be before the House Interstate and Foreign Commerce Committee.

Feeling in Congress

IN THIS connection, it has been obvious for months that certain groups have been urging such an investigation, particularly because of protests of Catholic groups against the Mexican broadcasts. A Congressional delegation of 16 which protested to the FCC last session, about the incident, was dissatisfied with the FCC report which concluded that no punitive action should be taken. Deletion of the NBC stations which carried the broadcast had been requested on the ground that the Communications Act had been violated in that the broadcast fell in the "obscene, profane or indecent" class.

"Every bit of evidence seems to indicate that the FCC is playing the game of the big broadcasting systems to the detriment of the smaller ones, particularly the labor stations," Mr. Connery declared. "We want to investigate the Commission's method of operating. If the Commission is just playing along with the big broadcasting companies, I personally am in favor of abolishing it to permit the government to take over broadcasting facilities.

"The least I myself want is to bring about that at least 50% of all radio time be allocated to non-profit-making enterprises. The investigation will be conducted purely on a fact-finding basis."

As BROADCASTING went to press Jan. 13 it was indicated that Mr. Connery would be disposed to await the conclusion of the FCC's self-imposed investigation before taking steps for a Congressional inquiry.

What tack the Congressional investigation plan would take is problematical. It is known that a group of Congressmen, up in arms over the so-called "Mexican incident", have held meetings this session to discuss the course of procedure. Their plans had not crystallized at the time the disclosure of the FCC self-imposed investigation was made. That, however, opened an opportunity for them, it is believed, and Mr. Connery made his public announcement.

It is believed a House resolution, requesting an inquiry later will be offered. Alleged playing of politics on the FCC is talked of as the theme.

What has irked many members of Congress, in addition to the "Mexican incident", it is reported, has been the failure of FCC members to respond promptly to correspondence and to inquiries. Rep. Wigglesworth (R.) of Mass., it is understood, sent to the FCC a letter propounding a series of questions about FCC actions on broadcasting, but after several weeks had not received a reply.

While it had been reported that the Department of Justice concluded its investigation on the "fixing" charges, as late as Jan. 13 it was learned that certain persons implicated in the Willard Hotel conversation had been interrogated about it by Department agents.

The whole controversy grew out of the application of the Knox Broadcasting Co., for a new re-

(*Continued on page 52*)

FCC Annual Report

(*Continued from page 39*)

"this international broadcasting is being greatly impaired by reason of mutual interference. It is very important, therefore, that agreements be made between the various participating nations of the world for the shared use of these frequencies during periods of time when interference may be caused." A sound engineering and economic allocation of these frequencies, it concluded, requires close cooperation, mutual agreements, and treatise between the nations of the world.

Mr. E. H. Rietzke, President of CREI and originator of the first thorough course in Practical Radio Engineering.

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WASHINGTON, D. C.

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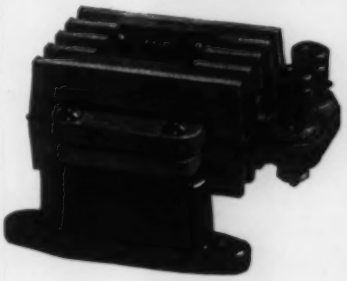

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DUMMY-ANTENNA
RESISTORS

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These resistors are rated to dissipate 100 watts, and are adjusted to an accuracy of 0.1 per cent.

They are available in 5 resistance sizes from 4 ohms to 600 ohms, and are uniformly priced at $8.00.

For Complete Details Write for Circular P-19-B

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30 State Street Cambridge, Mass.

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IF you will take time off—in your offices or ours—fifteen minutes will satisfy your ears and your good judgment.

To all agencies and advertisers who want perfect recording for their programs (studio and off-the-air) for filing and electrical transcription—here is the most successful and economic method.

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FCC "Fixing" Inquiry

(*Continued from page 51*)

gional station in Schenectady, N. Y., and the competitive application of WNBF, Binghamton, N. Y., for the same facilities. Although not verified officially, the report was that in a none-too-sober conversation which occurred in the Willard Hotel shortly following oral arguments before the Broadcast Division of these applications, extravagant statements were made about the ability of one or two individuals in Washington to have cases decided favorably by the Broadcast Division. There was mention of $25,000 in this connection, but whether this was in connection with a "pay-off" or with attorneys fees or handling charges constitutes the question as to its propriety.

This conversation, it is reported, was overheard by Mortimer Prall, son of Chairman Prall, who happened by accident to be occupying the adjoining room. He is understood to have reported it to his father. An "unnamed" commissioner implicated in the conversation, it appears, is responsible for the decision to prosecute a full investigation.

Dr. Stewart, as chairman of the investigating committee, made the following statement:

"Upon motion of Commissioner Sykes, the Commission, acting as a committee of the whole, with the exception of Commissioners Sykes and Prall, who were excused, is investigating the facts as to the talk which was reported to have taken place in the Willard Hotel.

"The investigation will be factual in character, designed completely to cover the story told to us as to what was overheard in the Willard Hotel."

While no further announcement was made, it is believed that the Committee will call before it, behind closed doors, all those individuals in any way implicated in the incident, the story told by Chairman Prall's son, and the report made by the Department of Justice agent.

The FCC, following its meeting Jan. 9, had decided not to make public its action. The following day, however, it was confronted with many of the details by a reporter who said he had received his information from an "unimpeachable source". The result was that it was decided to release the fact that a committee had been appointed.

Presumably, the committee will decide for itself what will be done following the investigation. Nothing was said on this point officially.

There are possible political ramifications involved in the investigation. Charges of political fixing have been made in the past against the old Radio Commission, and have been inferred against its successor. The fact that this is a campaign year also adds zest to the investigation.

Despite known differences between individual FCC members on policy matters, it was emphasized that there is "no malice" associated with the current investigation, but that on the contrary, it is an impartial effort to clear up innuendos cast against one of its members.

Public Operation of KOB By State of New Mexico Urged in Advisory Report

A RECOMMENDATION that the State of New Mexico acquire KOB, Albuquerque, and operate it on a non-commercial basis for the purpose of promoting the State, is made in a report made public Jan. 4 at the State capitol in Santa Fe. The report is the work of H. A. Engel, executive secretary of the National Association of Educational Broadcasters, who was engaged to make a study of proposed state ownership and control. The station, 10,000-watt clear channel outlet, sharing the 1180 kc. wave with KEX, Portland, is now licensed to the New Mexico College of Agriculture but operated under lease by the *Albuquerque Journal*.

A committee of six concurred in the report, which presumably goes to the governor or legislature. Mr. Engel estimates that the cost of operation per year would run $20,620 for salaries and $18,300 for operation. He recommended against commercial operation, suggesting that "ultimately, by making out-of-state people 'New Mexico conscious' the station might easily bring in revenues in the form of increased gas tax receipts and general business which would repay the expenditure many fold."

Funds for operation, he suggests, would be obtained from the general budget. At present he states, the station is not being operated profitably by the *Journal*, which reported losses of more than $8,000 from Sept. 1, 1934, to March 31, 1935, which he declares indicates that "New Mexico is not a radio advertising market". He proposes a plan for operating the station under a Radio Advisory Council, comprising representatives of state institutions, departments and civic organizations, with a State Radio Board of five members.

KFBI, Abilene, Kans., cited on license renewal, because of allegedly improper programming, on Jan. 10 was granted a renewal on a regional basis. Commissioner Thad H. Brown, who heard testimony in the case, had recommended deletion.

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LONG LIFE • UNIFORM CHARACTERISTICS

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Federal Telegraph Co. Tube F-357A Half Wave Rectifier (Interchangeable with U. V. 857 and W. E. 266A)

●F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

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(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

RADIO MODERNE—Modernistic even down to the fountain pen set is the office of John J. Gillin Jr., genial and efficient young manager of WOW, Omaha, which has just moved into its completely rebuilt quarters.

COMPLETELY rebuilt at a cost of $150,000, with new modern studios, WOW, owned and operated by the Woodman of the World Life Insurance Association, began operation this month with its new transmitting equipment and power stepped up from 1,000 watts to 5,000 watts. The station has been on the air since April 2, 1923. The new location of WOW is the Insurance Building, Omaha's most modern building, completely air-conditioned, and within one block of the heart of the city's business district. On a site in suburban Omaha, carefully selected as an ideal broadcast locality, is the vertical radiator rising 454 feet in the air, weighing 29 tons and supported by a porcelain insulator at the base.

There are three studios, the largest of which is capable of accomodating every broadcast need, being large enough to hold a symphony orchestra. Even the smallest studio is large enough for most program requirements. Other compartments of the station include a control room, equipped with the newest type of facilities, an announcers' studio, the artists' lounge, and a large audition room. During mid-December a preshowing of the studios was made for the general public. It was estimated nearly 40,000 persons visited the station. In a single day as many as 6,000 persons registered.

In addition to Manager John J. Gillin Jr., other members of the studio personnel include, William Ruess, Woodmen of the World auditor and personnel director of WOW; Harry Burke, program manager and announcer; Howard Peterson, promotion manager; William Kotera, chief engineer; Joseph L. Herold, chief control operator; Edward R. Anderson, chief transmitter operator; Thomas B. Chase, John K. Chapel, F. Russell Baker, Lester Palmer and Foster May, all announcers.

Smith Brothers Returns

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops) returned to the NBC-WEAF basic network Jan. 5, 2-2:30 p. m., with a musical program to be heard each Sunday. Muriel Dickson, soprano, the Cavalier's Quartet and Victor Arden and his orchestra comprise the talent. The program is titled *Melody Matinee* and contracted for 13 weeks. Brown & Tarcher Inc., New York, placed the account.

APPLICATIONS for new stations in Texas sought by Eugene DeBorgory in association with others, were denied Jan. 10 by the FCC. The local stations were sought in Dallas, Paris, Denton and Brownsville. Simultaneously, the Broadcast Division denied applications of the Centennial Broadcasting Co. for a new station in Dallas.

Dr. West Series on NBC

WECO PRODUCTS Co., Chicago (Dr. Wests' toothbrushes) will sponsor a weekly half-hour program on an NBC-WJZ network starting Feb. 24, Mondays, 10-10:30 p. m. George Olsen orchestra and Ethel Shutta will be the talent. J. Walter Thompson, Chicago, has the account.

New Kreuger Program

G. KRUEGER BREWING Co., Newark, on Jan. 21 starts a new *Musical Toast* series on a CBS network, Tuesdays, 7:15-7:30 p. m. Biow Co. Inc., New York, is the agency.

Edward J. Stackpole Sr.

EDWARD J. STACKPOLE, Sr., 78, publisher of the *Harrisburg* (Pa.) *Telegraph*, which owns and operates WHP and WKBO in that city, died at his home Jan. 2 following an illness of several weeks. He is survived by two sons, Edward J. Jr. and Albert H., and two daughters. The sons are expected to carry on the newspaper, radio and printing businesses in which they have been active for many years.

BETTY LEE, of Los Angeles, daughter of the late Don Lee, West Coast network owner, and Mrs. Annabelle Lee, was married at Yuma, Ariz., on New Year's eve to David Frey of San Francisco.

License Fees

(Continued from page 24)

their stations and sell enough stock to not only pay the cost of the station but some profit in addition to that.

We are conducting now, through the Legal Department, a sort of an investigation of that subject because there are some stations that are issuing stock at this time. Now, just how much they can issue before they get into the value of the license given them by the Government, for which they pay nothing, is a question.

I know of a case where within 6 months a corporation able to pay offered $3,000,000 for one station. Now, of course, that station has no such value but in the scheme of things it would have fitted into this other corporation's assets to that extent that it would have been, for their purpose, worth $3,000,000.

Mr. BOLTON. Has the Commission given any thought to various licensees pooling their interests and joining in a corporation, the propriety of it or not?

Mr. PRALL. You mean in the way of change?

Mr. BOLTON. I know of one or two instances where four or five stations have joined together under one corporation.

Mr. PRALL. We have gone into that and also into the matter of the ownership by one concern of many stations.

INSULATORS
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Broadcasting Requirement
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BLILEY FREQUENCY MEASURING SERVICE

ACCURATE to 1 part in 5,000,000.

DEPENDABLE equipment in charge of trained engineers.

CONVENIENT schedules and types of notification.

Write for quotation and complete details

FREQUENCY MEASURING DIVISION,
BLILEY ELECTRIC COMPANY, ERIE, PA.

FROM EVERY ANGLE
it assures good "pick-up"

Western Electric's new
NON-DIRECTIONAL
MIKE
$70
(Including cord and jack)

Picks-up equally well from all directions . . . Dynamic . . . works into your present equipment. Order yours from Graybar Electric Company today.

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BROADCASTING EQUIPMENT

ACTUAL SIZE

PROFESSIONAL DIRECTORY

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Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Location Investigations

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The Other Fellow's Viewpoint . . .

Growth of Spot

To the Editor of BROADCASTING:

1935 has witnessed the greatest growth of spot broadcasting since its inception. This expansion has been in four directions.

First, in volume. Major radio stations throughout the country have reported 1935 as their top year in spot broadcasting.

Second, in number of advertisers. A larger number of advertisers have used spot broadcasting during 1935 than ever before in the history of radio. Notable in this increased group are a number of the largest advertisers in the country. Also, smaller advertisers and agencies, who have taken little interest in radio in the past have found spot broadcasting to be the proper method of utilizing this great medium.

Third, advertisers and agencies have employed, more than ever before, the multiple usages which only spot broadcasting offers.

And fourth, there has been a notable increase in the number of five day a week and three day a week 15-minute transcription and live talent programs.

1936 holds forth great promise for this great medium. Some of the country's largest advertisers who, in 1935 have tested spot broadcasting and tasted the fruits of its successful application, will become large and regular 1936 users of spot broadcasting. More widespread standardization of spot broadcasting practices, increased station attention to locally produced programs, and sounder station cooperation to spot broadcasting campaigns, offer to advertisers and agencies wider possibilities than ever before for the resultful regular use of spot broadcasting.

EDWARD PETRY
Jan. 3, 1936 New York City

ON THE new John H. Woodbury Co.-Paul Whiteman program, Sundays, on an NBC-WJZ network the sponsor is offering radio listeners a sample cake of Woodbury soap, two jars of germ-free cream, and a sample of face powder. The kit will be sent to listeners who send 10 cents to cover postage and mailing charges.

Earliest Broadcast!

To the Editor of BROADCASTING:

The Iowa Network stands ready to contest the claim of KMOX, St. Louis and WLS, Chicago, upon producing the earliest studio audience broadcast. Please refer to the box entitled "Biggest A. M. Audience", page 26 in the Jan. 26 issue of BROADCASTING.

Tall Corn Time broadcast over network hookup over KRNT, Des Moines, and WMT, Cedar Rapids-Waterloo, goes on the air at 5 o'clock every morning. This two-hour show produced in the KRNT studios in Des Moines, regularly entertains visitors. By actual count we have had as many as 26 persons waiting in the studio at 5 a. m. when the broadcast starts. We cordially invite WLS and KMOX to better that record.

A. H. BURTIS,
Iowa Broadcasting System,
Jan. 7, 1936 Des Moines, Ia.

Boston Survey

(Continued from page 9)

all feature broadcasts, are considerably greater than non-mechanical surveys show.

To acquaint agencies and advertisers with the nature of the mechanical method of surveying audience, Mr. Shepard has prepared a pamphlet describing the method. There is only one way to determine accurately the radio listening habits of a particular family, it is stated. "That method is to attach to the family radio set an instrument which will register each time the set is turned on and off and record precisely the station tuned in and the listening time."

Concerning the accuracy of the returns, the booklet states:

"The precision of the results can be expressed mathematically. The figure as to the number of sets 'on' at various hours of the day or on different days of the week is highly precise. The measurement of the average time spent listening to the various stations should also be expected to be highly accurate. The measurements of audiences for individual programs will be accurate in proportion to the percentage of families listening to each program. Thus where a program gets 30% to 40% of all families to tune it in, the possible error in measurement is very small relative to the total audience. Where a program gets only 1% or 2% of sets tuned in, the possible error may be quite large in terms of audience.

The distribution of sets was kept in proportion to the number of radio homes figured to be in each economic category. For example, 5% were in class "A" homes of substantial wealth, above average in cultural, that have at least one servant; 20% in Class "B" homes, or those in the comfortable, middle class category, personally directed by intelligent women; 45% in Class "C" homes, or those in the industrial or skilled mechanical, or petty tradespeople category, and 30% in Class "D", embracing unskilled laborers or in foreign districts.

The Boston undertaking is being watched closely by all groups interested in broadcasting because of its potentialities as a survey medium that might be universally adopted. It is being considered also in conjunction with the joint work of the American Association of Advertising Agencies, Association of National Advertisers, and NAB for the creation of a radio audit bureau to authenticate station coverage and audience reaction data.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

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Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Station WLBC, Muncie, Indiana, with construction permit for 250 Watts, desires an additional salesman. Must furnish photograph, record of achievements, and personal history. Our station employees know about this advertisement. Address W. F. Craig, Commercial Director.

Situations Wanted

Engineer; announcer; three and half years experience. High and technical school graduate. Radiotelephone First License. Other departmental experience. Opportunity for advancement desired. Twenty-two; single. References. Box 434, BROADCASTING.

Station Manager: Looking for this man? Client contact and merchandising experience, two "first ten" agencies; credible selling and sales promotion record; credentials; New York contacts. Please write Box 435, BROADCASTING.

Network experience, commercial, production, program, and announcing are my qualifications—now employed network but seeking eastern connection. Excellent references. Box 419, BROADCASTING.

Wanted Representative

Station WLBC, Muncie, Indiana, desires National Representative that can really produce.

Wanted to Buy Equipment

100 Watt Transmitter with speech input equipment. Price must be right. J. R. Payne, 1739 Barr Avenue, Crafton, Pittsburgh, Pa.

For Sale—Equipment

One RCA 21-A field strength set. Newly overhauled and calibrated by the factory. Box 420, BROADCASTING.

One Western Electric 1KW Transmitter, complete with spare tubes and parts, including thermostatic Crystal Control panel and generators. Box 405, BROADCASTING

XUM

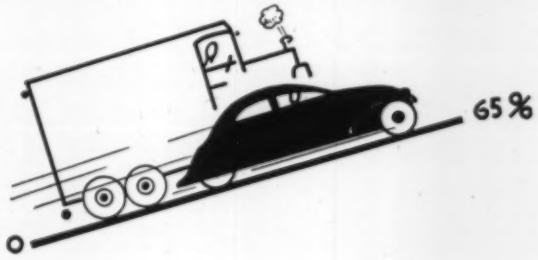
The only 50,000 watt station in an area of 700,000 square miles, KOA's local broadcast advertisers sing its praises thusly:

"The radio station that has the undivided attention of its listening territory."

... The W. H. Kistler Stationery Company

"This year, 1935, using KOA once or twice weekly, 11,951 new cars and trucks were sold—an increase of nearly 65% in sales."

... McCarty-Sherman, *Ford Dealers*



"If our present plans materialize, the Melody Master and the Tone of The Baldwin will be heard through KOA for many years to come."

... The Baldwin Piano Company

KOA

KOA's potential circulation is 257,700 radio families according to the New NBC Method of Audience Measurement, *by aireas.*

50,000 WATTS • DENVER

KOA is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WBZ-WBZA,** Boston and Springfield • **WGY,** Schenectady • **KDKA,** Pittsburgh • **WRC, WMAL,** Washington, D. C. • **WTAM,** Cleveland • **WMAQ, WENR,** Chicago • **KGO, KPO,** San Francisco

NBC Thesaurus Recorded Programs available at all these stations